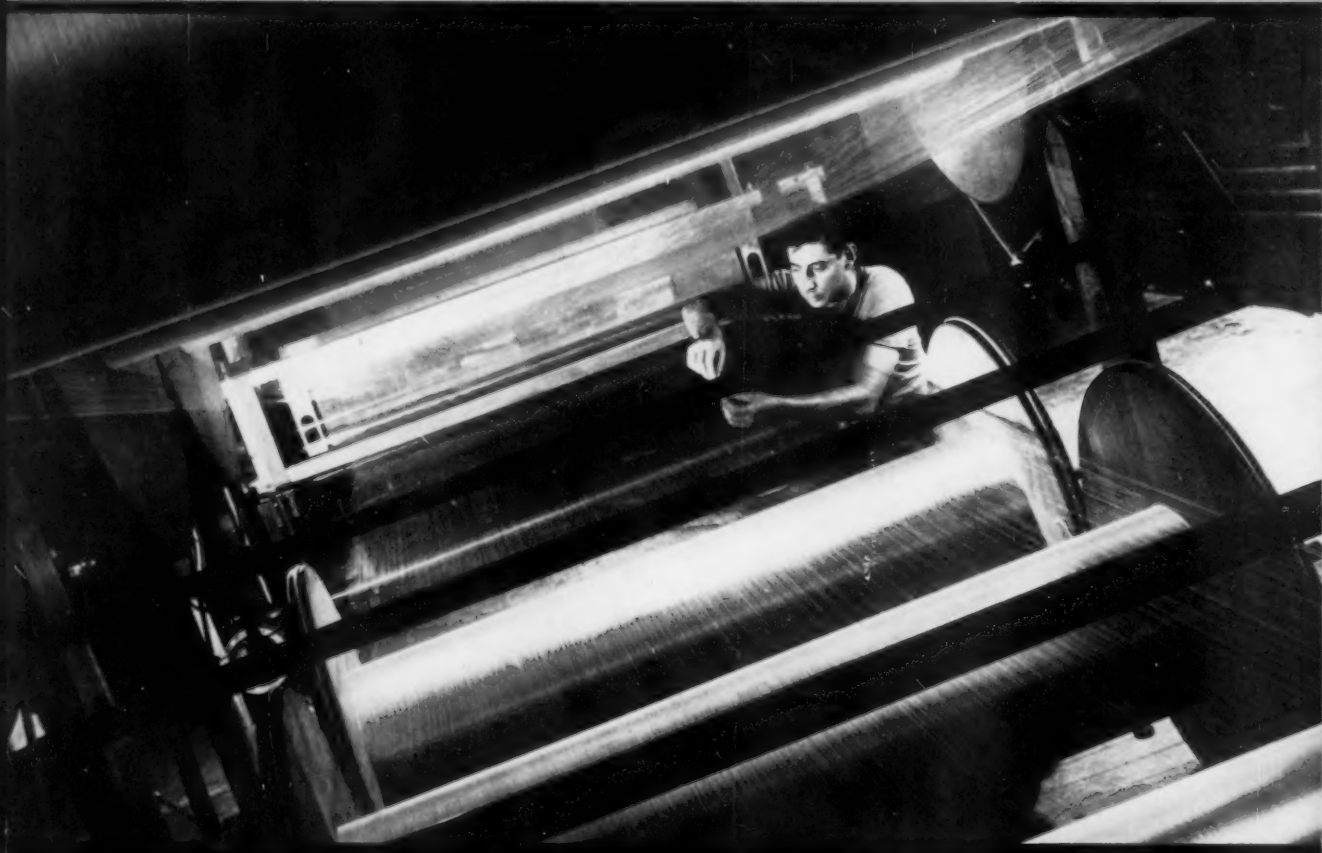


The National **CLEANER & DYER**

FIRST IN THE DRYCLEANING INDUSTRY SINCE 1910



ANCIENT ART of silk weaving is modified today to incorporate wools, cotton, synthetic yarns. Blends bring up special problems in identification, cleaning and spotting as well as finishing. For complete information on silk processing see page 55

How to build sales volume in stores Page 38

Industry survey backs up forecast Page 44

Pillow service creates new market Page 50

AUGUST, 1956

dirt in your solvent can cause dull, streaked garments



—use

HYFLO

**...it removes all
insoluble soil**

J-M HYFLO*, by removing all insoluble impurities, keeps your solvent sparkling clean. With Hyflo, you get fresh, odor-free garments and practically automatic solvent recovery.

With a good precoat and by adding the proper amount of Hyflo to every washer load, you protect your filter screen from clogging and keep your pressure low. Hyflo is the original high speed filter powder that always removes all solid soil but never adsorbs active detergent. And Hyflo works with every type of system, filter or solvent.

Drycleaners have relied on the efficiency and uniformity of Hyflo for over 30 years. For the name of your nearest Hyflo dealer, write Johns-Manville, Box 60, New York 16, N.Y. In Canada, Port Credit, Ontario.

*Trade Mark Reg. U. S. Pat. Off.

**The complete filter powder service
for drycleaners:**

- J-M Dealers—there's one nearby, ready to serve you.
- J-M Drycleaner's Handbook—ask your dealer for the 7th Edition.
- J-M Engineers—for help on any operating problems.
- J-M Drycleaning Laboratory—constantly studying the latest cleaning methods.



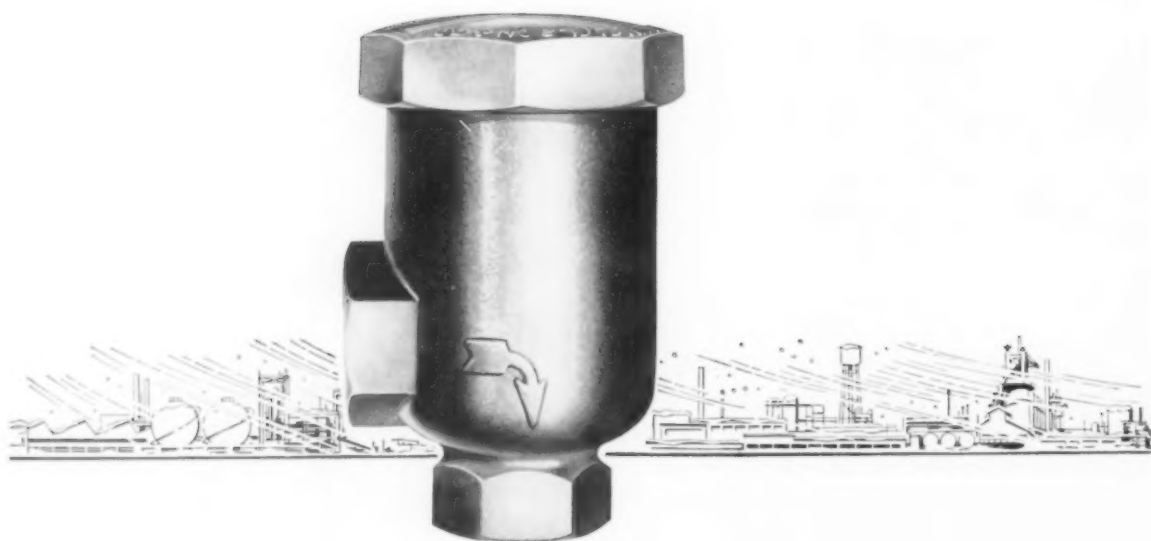
Johns-Manville HYFLO

THE FILTER POWDER FOR CHARGED SYSTEM CLEANING



They'll help you tie-in with the greatest dry cleaning promotion in history! Write for complete details!

NATIONAL CLEANER & DYER, August, 1956. Published monthly by the Business Papers Division of The Reuben H. Donnelly Corp. Publication Office, 100 W. Clark Street, Lancaster, Pa. U. S. A. Executive Offices: 305 East 45th Street, New York 17, N. Y. Subscription rates: United States and Canada, \$4.00; Foreign, \$6.00 per year. Volume 48, No. 8 Entered as 2nd class matter April 21, 1948, at the Post Office, Lancaster, Pa., under the act of March 3, 1879.



are your steam traps ready...

for peak demand in the winter months?

Don't risk the possibility of equipment failure . . . even freezeups. Check your steam traps right now, before the first frost.

Drain them, take them apart, make sure that all parts are working and free from corrosion.

Of course, if you already use Nicholson steam traps, you're in luck. They completely drain themselves when cold. And with just three parts, they're the simplest traps to look after when a checkup is in order.

But regardless of what traps you use at the present time, we'll be glad to help you with any problem you may run into in getting your equipment in shape.



Write, today, for your copy of new Bulletin 10-55—for detailed information.



W. H. NICHOLSON *and Company*

TRAPS • VALVES • FLOATS • METAL PARTITIONS
LAUNDRY, DRY CLEANING AND PRESSING MACHINERY

14 OREGON STREET, WILKES-BARRE, PA. • SALES AND ENGINEERING OFFICES IN 98 PRINCIPAL CITIES

NATIONAL CLEANER & DYER

Polyethylene bags
for Marben Cleaners
are made by
Kordite Corporation,
Macedon, N. Y.



*"The polyethylene plastic bag has
increased our business by 50%"*



And the Ozner brothers, Sherman and Jerry, of Marben Cleaners, New York City, report this big boost "without hesitation."

"Our two reasons for using polyethylene bags are to keep customers' sweaters fresh and clean and at the same time display a fine package. We've received hundreds of compliments. We definitely intend to increase our use in other ways . . . for example, as Christmas gifts to customers instead of calendars."

Better see *your* packaging supplier and find out how easily you can take advantage of packaging clothes in film made of BAKELITE Brand Polyethylene.

*It pays to package
in film made of*



BAKELITE COMPANY, A Division of Union Carbide and Carbon Corporation **UCC**

30 East 42nd Street, New York 17, N. Y.

The term BAKELITE and the Trefoil Symbol are registered trade-marks of UCC

Contents

The National
CLEANER & DYER

VOLUME 47
NUMBER 8
AUGUST
1956

FEATURES

How Would You Like a 500% Volume Increase? By Art Schuelke	38
Plant Surveys Bear Out Drycleaning Sales Forecast	44
There's Profit in Good Dyework	48
Law Stops Trucks But Not Pillow Sales By Lou Bellew	50
Fabric Facts, Part IV—How To Identify, Clean, Spot and Finish Silks By Laura Porterfield and Cort Antonson	55
Special Conveyor Saves Floor Space By Art Schuelke	60
Use Packaging for More Profit By Gerald Whitman	66
Are Temperature-Relief Valves Necessary? By Joseph C. McCabe	72

DEPARTMENTS

New Products and Literature	10
Legal Decisions By A. L. H. Street	14
Signs of the Times	16
Business Builders	20
Editorials	25
Gadgets and Gimmicks	32
Association Notes	86
N.I.D. News	88
News From the Allied Trades	101
People and Places	107
Obituaries	111
Meetings Scheduled	112
Classified Advertisements	113
Advertisers' Index	117
Our Readers Say	118

CONVENTIONS

Idaho Meets in Sun Valley	90
West Virginians Learn and Play	90
New Jersey Seminar Scores	92
Tarheels Meet at Raleigh	94
Round Table at New Hampshire	94
Georgians Meet at Atlanta	96
Public Relations Is Florida Theme	98

NED WINTERSTEEN executive manager

ARTHUR F. SCHUELKE editor	EDWARD W. KORBEL advertising director
LOU BELLEW West Coast editor	JOHN J. MARTIN assistant to the executive manager
GERALD WHITMAN ROGER GANEM HARRY YEATES associate editors	Advertising staff JAMES D. NOLAN New York
GALINA TERR managing editor	RICHARD M. COPELAND Chicago
ROLLIN NELSON presentation editor	CATHERINE A. CARROLL production manager
JOSEPH C. McCABE engineering editor	FRANK L. MACK circulation manager
LOUISE MAZZA assistant editor	

It hardly seems possible that this begins our second year as editor of your magazine. A dozen deadlines have whizzed by as fast as a delta winged jet. Every week is Easter week in the publishing business.

Perhaps that is due to the wonderful cooperation given by you plantowners, the associations and the allied tradesmen. Your story leads, constructive comments and suggestions have been of invaluable help. We were first filled with trepidation, wondering how each issue would be filled with helpful articles. It didn't take long, thanks to you, to find that the bigger job was to cull an avalanche of material for the very best articles.

Perhaps there were times when specific stories trod on a toe or two. That can't be helped. Benjamin Franklin once said that if publications waited to print material that pleased everyone nothing would ever get written. One can't be all things to all people.

Our first obligation is to you, the management of this industry. We must keep you fully informed of new trends, new developments. That the industry generally accepts this philosophy is borne out by the fact that our circulation is constantly increasing. Every reorder is a vote of confidence and we appreciate that concrete support of our efforts.

It was your suggestion that prompted the Fabric Facts series currently running in these issues. You asked for the solvent-saving articles, the route training stories. That's what has made this work so rewarding this past year. There is a two-way flow between this desk and its readers. It is far from an ivory-tower operation. We are counting on your continued support and advice the coming year and many years after that.

Thought for the Month

A man is as big as the things that annoy him.

—Art Schuelke

REPRINT SERVICE FOR OUR READERS—Please write promptly if you want reprints of any articles appearing in this issue. Cost is \$13 per 100, one side of a single sheet; \$21 per 100, two sides of a single sheet. Additional 100's at \$1.70, one side; \$1.90, two sides. Minimum order is 100 reprints. For reprints in color or reprinted spreads or folders, please write for prices and additional information. All prices F.O.B. Lancaster, Pa.

Published monthly by the Business Papers Division, The Reuben H. Donnelley Corporation, 305 East 45th Street, New York 17, N. Y. David L. Harrington, Chairman of the Board, Gaylord Donnelley, Vice-Chairman of the Board, Curtiss E. Frank, President, Albert M. Andersen, Executive Vice-President, Harold P. Harper, Donald B. Arnold, Hamilton B. Mitchell, Giles B. McCollum, Vice-Presidents; Edward A. O'Rourke, Assistant Vice-President; Karl G. Clement, Controller; James H. Evans, Secretary-Treasurer.

Changes of address should reach us at least one month in advance to assure getting your copy regularly. Subscriptions: United States and Canada, \$4.00 per year in advance, foreign countries in Postal Union, \$6.00. Single copies: United States and Canada, 50 cents; foreign, 75 cents; Guidebook issue, \$1.00. Publication address, 109 W. Chestnut Street, Lancaster, Pa. Established 1910. Member Audit Bureau of Circulations. Volume XLVII, No. 8, Entered as 2nd class matter June 1, 1948, at the Post Office, Lancaster, Pa., under the Act of March 3, 1879.

Executive, Editorial and General Advertising Offices, 305 East 45th Street, New York 17, N. Y. Telephone: ORegon 9-4000

Chicago Editorial and Advertising Offices, 14 East Jackson Boulevard, Chicago, Illinois. Telephone: WEbster 9-5255

West Coast Editorial Office, 4743 Collis Avenue, Los Angeles 32, California. Telephone: CLinton 7-4410



West Coast Advertising Representatives: Smith & Hallyday, Russ Building, San Francisco 4, California, and 3478 Wilshire Boulevard, Los Angeles 36, California.

Copyright 1956, Business Papers Division, The Reuben H. Donnelley Corporation. Entire contents of this publication covered by general copyright. All rights reserved. Title registered in U. S. Patent Office.

Postmaster: Mail Form 3579 for undeliverable copies to 305 East 45th Street, New York 17, N. Y.





Dry Size

SOLVENT SOLUBLE
LIQUID CONCENTRATE

for style control of COTTONS, TAFFETAS and other heavily sized fabrics

Increasing sales of high-style cotton garments, and the continued popularity of heavily sized taffetas, has created a demand for a sizing which may be applied effectively on the dry side.

STREET'S DRY SIZE is a concentrated liquid which is clear, extremely light in color and completely soluble in drycleaning solvents. It imparts the desired body and feel to those special fabrics which require a heavy size. It restores the original drape and style to drycleaned garments.

Makes high-style garments look like new

HAND SPRAY • 4% solution, or approximately 5 ounces Dry Size per gallon of solvent or 1 ounce per quart. Observe recognized safety measures for spraying of volatile solvent.

IMMERSION BATH • 2½% solution, or approximately 3 ounces Dry Size per gallon of solvent. Make up in drum in which garments are dipped, or in separate sizing tank from which solution is transferred to washer. Return sizing extractings to dip drum or sizing tank for re-use.

EXTRACTOR SPRAY • 2½% solution, made up in a separate sizing tank and pumped through Street's Extractor-Rinse spray cluster, following the regular rinse of the 2-bath method. Return extractings to sizing tank rather than rinse or detergent tank.

NO-RINSE CHARGE • 1% solution, used in washer-filter cycle in addition to 1% detergent in the standard no-rinse charged system. 1% is not sufficient size for many cottons and taffetas, but the high cost would make more concentrated solutions impractical in this method.

VARYING AMOUNTS • The concentrations listed above are not compulsory, and more or less Dry Size may be used to meet individual conditions. The spray solution may be varied to any concentration between 3 and 6%, while the immersion bath may vary between 2 and 3%. The amount of sizing imparted to the fabric may also be influenced by greater or lesser amounts of extracting.

R. R. STREET & CO., INC.



561 W. Monroe St., Chicago 6, U.S.A.

Copyright 1955

DS-235

**Only INTERNATIONAL
Trucks with METRO Bodies
offer you all these
"most-wanted" features**



On every METRO® body, sliding side doors are hung from the top, glide on big ball bearings for smooth, effortless operation. Safety latches lock doors open or closed.



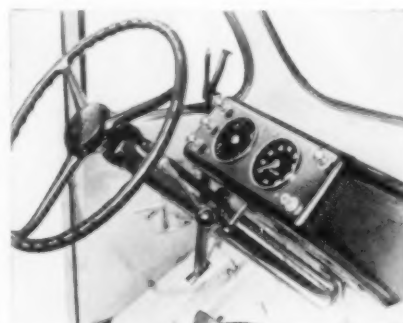
Low 8-inch inside step and low outside step reduce driver fatigue, make loading easier and faster. Note heavy, non-slip, steel floor and step-well.



Special rust and dust protection is another "extra" that is part of long-lasting Metro bodies. One-inch glass wool roof insulation is also standard equipment.



Full 6-foot headroom makes working a Metro load a simple task and increases payload space, too. Factory-installed interior arrangements are available for individual job specialization.



Driving a Metro is safer with the extra comfort and convenience of properly positioned controls in the big, roomy driver compartment. And loads are easier to work in this specialized multi-stop unit.

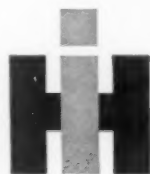
That's right, only INTERNATIONAL-METRO® multi-stop delivery trucks have all these money-making, cost-cutting advantages . . . the features that permit you to haul bigger "paying" loads, make more deliveries faster.

Every one is completely factory-built, *all-truck* built to stay on your job longer at less cost to you. And these famous INTERNATIONAL multi-stop trucks are available with METRO-Matic transmission, power steering and all other equipment for even easier, safer driving for more efficient deliveries.

Your INTERNATIONAL Dealer and Branch are multi-stop experts. Contact the one near you for complete information, including the surprisingly low prices.

INTERNATIONAL HARVESTER COMPANY • CHICAGO

**INTERNATIONAL
TRUCKS**



**All-Truck Built to
save you the *BIG* money!**

Motor Trucks • Crawler Tractors • Construction Equipment
McCormick® Farm Equipment and Farmall® Tractors

**World's Largest Selection
of Multi-Stop Delivery Trucks**

8 Metro models—7'9", 9'6", 10'6" and 12'7" bodies.

6 weight-saving Metro-Lite models—9'8", 10'8" and 12'8" bodies.

4 Metro Van models—12'7", 14'7" and 16'7" bodies.

Plus Metroette models, Metro Walk-In cabs, Panels . . . trucks to suit your job exactly.

GVW—4,200 lbs. to 16,000 lbs.

**FIRST IN MULTI-STOP TRUCK SALES
18 STRAIGHT YEARS**

NATIONAL CLEANER & DYER



Why are American Men the best dressed in the world?

Because there are many more skilled professional drycleaners in America than in all the rest of the world put together!

American men like to be smart... and in this country you *can* be smart at little expense.

Even low-cost clothes are perked up by the skill of America's professional drycleaners.

They have an important advantage in America... compact, efficient, synthetic drycleaning units... more and better supplies of high-grade cleaning materials. Perchlorethylene is the best of these modern cleaning solvents. And Stauffer's multiple-tested 'Perk' is the best of perchlorethylenes.

Ask your dealer for the striking blue-and-white drums of Stauffer's 'Perk'. *Would you like a poster copy of this ad for display in your shop?* Ask your Stauffer dealer. Also... ask him for the attractive window sign which tells your customers you

"perk'em up with 'Perk'"



STAUFFER CHEMICAL COMPANY

380 Madison Avenue
New York 17, N. Y.

*Sold Through Drycleaning
Supplies Distributors Everywhere*

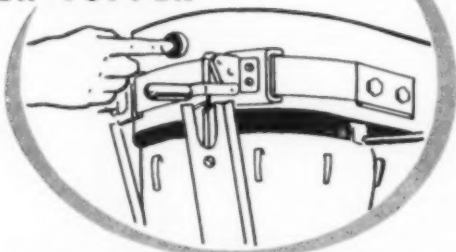
PUSH BUTTON TROUSER TOPPING



with *Topper-Matic*

STEAM AIR TROUSER TOPPER

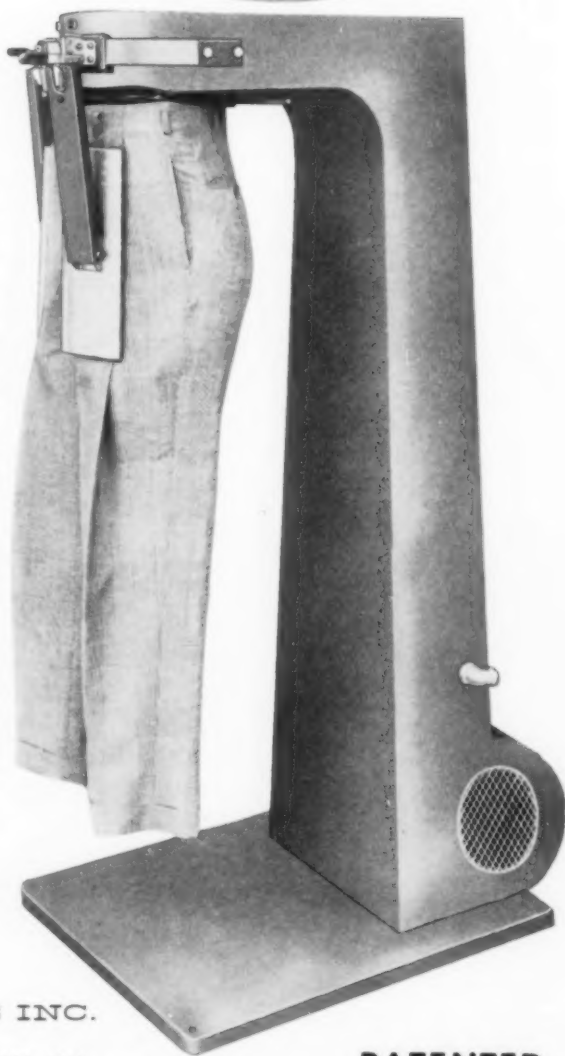
- ✓ **Automatically Finishes Trousers Tops**
- ✓ **Removes Crotch Wrinkles**
- ✓ **Removes Static and Conditions Entire Leg**



TOPPER-Matic is the first trouser finishing machine to approach automation. The operator slips trousers over the form, positions pleat holders and presses button to start a 30 second cycle of steam and air. Automatically the tops are finished during the cycle. Immediately, without walking, the operator turns to adjacent legger or utility press to finish the legs of the trousers previously topped. Results are beautiful sharp pleats without shine or impression. Waist bands and pocketing more beautiful than ever before. This means quality.

**With Topper-Matic and a legger or utility press
... production more than doubled with Single Operator**

Trousers are your biggest item in the plant, yet the conventional method of topping is one of the most inefficient and time-consuming operations. Install a TOPPER-Matic for more production and more profits. See your jobber for further details.



FH

F AND H INDUSTRIES INC.

DORCHESTER HOUSE • DALLAS 10 TEXAS • VICTOR 6745

PATENTED

RETURN GARMENTS WITH MILL-LIKE FINISH RESTORED

DRYCON

**...pays for itself through
reduction in finishing time**

**THE CONCENTRATED DRY SIZING
YOU CAN USE RIGHT IN THE WHEEL or BY THE DIP METHOD**

**YOU TURN OUT FINISHED WORK OF SUPERIOR QUALITY
because it restores sizing equal to original mill finish.**

**YOU SAVE MONEY because DRYCON-sized garments
finish considerably faster than unsized garments.**

**FOR MOST GARMENTS . . .
YOU WILL SIZE IN THE WHEEL**

by merely adding a few ounces of prepared DRYCON STOCK during the last few minutes of the cleaning cycle. This saves a lot of time and labor during the summer months when you run straight loads of garments that lose their sizing easily, e.g. cottons, slacks, rayons, acetates and pure silks.

DRYCON is entirely different in formulation from that of any other dry sizing on the market. When used in the wheel it will not build filter pressure and it will not affect or react to any type of dry cleaning soap. Moreover, it does not stick to iron, press . . . or wearer. DRYCON is the finest dry sizing ever produced.

**FOR SPECIALIZED GARMENTS OR GARMENTS
YOUR CUSTOMERS WANT
MORE HEAVILY SIZED.
...YOU USE THE DRYCON
SIZING METHOD**

by simply mixing as per suggested formula (1-40 for average sizing) and immersing garments for a few minutes . . . and extracting according to degree of stiffness or body desired.

Made by the Manufacturers of

SACON

WATER SOLUBLE SIZING

RSR

SPOT REMOVAL IN THE WHEEL

*The manufacturing facilities, the laboratory skills, the integrity
of the house...stand behind all products of Wallerstein Research*

WALLERSTEIN COMPANY INC. • 180 Madison Avenue • New York 16, N. Y.

NEW PRODUCTS

AND LITERATURE

Lincoln Shows New Holiday Garment Bags



The Lincoln Bag Company, 4200 W. Schubert Ave., Chicago 39, Ill., has announced its new line of Holiday Delivery Bags. As in former years these

bags have eight attractive new designs imprinted on four different colors of paper. For a complete descriptive folder write to the company.

Solvent Coolers Described in Ellis & Watts Bulletin

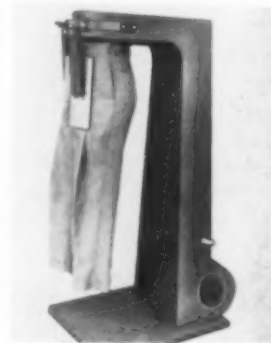
Ellis & Watts Products, Inc., has made available a new bulletin describing its line of solvent coolers and recirculating water chillers. These high-capacity refrigeration units, developed to cool drycleaning solvents, are compact, self-contained and can easily be connected to any system. Hermetically sealed, self-lubricating and requiring no maintenance, according to the manufacturer, the cooling section can be cleaned quickly and easily without disturbing the refrigeration system.

The bulletin lists the various models available and their specifications. Diagrams illustrate how units may be installed parallel, in-line or as recirculating water chillers. The folder also explains how these units automatically keep perchlorethylene or petroleum solvents within 2 degrees of any

desired temperature even in the hottest weather.

For a copy write to Ellis & Watts Products, Inc., Monroe at Spencer, Cincinnati 36 (Ross-moyné), Ohio.

P & H Offers Topper-Matic



Topper-Matic, an automatic steam-air finisher for trouser topping, which combines steam, air and automation, is now being manufactured by P & H Industries, Inc. To operate the machine, the operator slips the trousers over the form, positions the pleat holders and presses a button to start the 30-second cycle of steam and air. During the 30 seconds required to complete the cycle, the operator's attention is not required. Auto-

matically, Topper-Matic finishes the trouser top, without shine or seam marks, requiring only one or two lays on a legger or utility press to complete the finishing.

More details may be obtained from P & H Industries, Inc., Dorchester House, Dallas 10, Tex.

Kling Develops New Unit

The addition of a 75-pound-capacity, fully automatic, air-controlled 2-bath unit for the use of petroleum solvent has been disclosed by Al Kling, president, Kling "100" Corporation, 1827 N. Harlem Ave., Chicago 37, Ill. The unit has a 32-minute cycle and is said to produce approximately 1,200 pounds of cleaning in 8 hours and 32 minutes. The unit features UL Label explosion-proof motors, large high charge and clear rinse capacity, built-in tubular screen and 1100 g.p.h. filter.

Kling has also announced the development of a single-bath unit of 50-pound capacity, which is also air-controlled.

Press 'N' Stik Poster

Available in back-to-school subjects and other fall promotions is a new weatherproof truck or window poster, Press 'n' Stik, which is said to adhere to any surface without use of frames or other appliances. Designed by Capital Poster Service, the display is coated on the reverse side with an adhesive material which will not remove paint or mar any surface and is not affected by inclement weather. To mount the poster on any truck or window a protective paper layer is removed from the coated side. The display is then pressed against the mounting surface. To remove, the manufacturer states, the poster is "peeled" from the truck or window.

For full information write to Capital Poster Service, 301 Canal St., New York 13, N. Y.

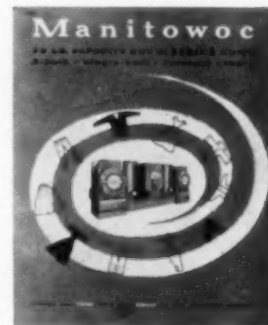
Singer Leaflet on Two-Needle Machine

Singer Sewing Machine Company recently issued a four-page illustrated folder describing its new long-arm, lock-

stitch machine. Illustrated in the leaflet are typical seaming and stripping operations performed on the new 167W100 which opens a wide range of new two-needle seaming possibilities.

Copies of the 167W100 booklet (Form No. 1011MT) may be obtained without charge by writing to Singer Sewing Machine Company, Dept. NCD-128, 149 Broadway, New York 6, N. Y.

Manitowoc Issues Folder



Manitowoc Engineering Corp. has released a catalog covering the new Manitowoc 70-pound-capacity drycleaning units. The bulletin gives full specifications for the company's perchlor and 105°F units, describing in detail the many features of these units. The "extra-dry" muck extraction method of reclaiming used solvents without purchasing extra equipment is also fully explained.

The bulletin may be obtained free of charge from any Manitowoc dealer or by writing direct to Manitowoc Engineering Corp., Manitowoc, Wis.

Almore Offers Ad Mats

Leon Teichner, director of Almore Dye House, reports that his firm has made available newspaper ad mats that measure ten inches by two columns and five inches by one column. The mats, featuring dyeing, are reported to have obtained excellent results when used in Chicago. According to Mr. Teichner, they are available without charge to any cleaner, even if he is not an Almore

Continued on page 104

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

HOYT

Reclaimers and Dryers for every requirement . . . handle all loads from the smallest to the largest!

RECLAIMERS



SUPER-FAST SOLVO-MISERS

This series cuts reclaiming cycle up to 50% . . . keeps pace with the cycle of any drycleaning machine on the market.



SOLVO-MISER 75

75 lb. cap. d.w. of this unit permits it to handle large volumes of work most economically and fast. Also available as a Super-Fast unit.



REGULAR SOLVO-MISER

Famous reclaimer available in three sizes with cap. from 20 to 50 lbs., d.w.



SOLVO-MISER MODEL 4518

Big-capacity (37-47 lbs. d.w.). Goes through a 36" doorway. Automatic timing system. Also available as a Super-Fast unit.

DRYERS



WESTPORT

All operating controls conveniently located on front panel. Just set timer and drying cycle is automatically completed at temperature desired. (Cap. 40 lbs. d.w.).



TUMBLER MODEL 75

75 lb. d.w. cap. laundry and drycleaning tumbler. Other sizes available.



DUO-DRI

32 lb. d.w. cap. (twin dryer - 16 lb. per unit. Separate automatic controls and heaters.)



BIG BERTHA

110 lb. d.w. cap. laundry and drycleaning tumbler.



DRYERETTE, JR.

16 lb. d.w. cap. Available for gas, electric, or steam. Automatic controls. Can be supplied coin metered. Ideal spotting tumbler.



DRYERETTE

27 lb. d.w. cap. Automatic controls. Can be supplied coin metered.



We specialize exclusively in
dryers and drying reclaimers.
Our machines are the last word
and set the pace for the Industry.

HOYT MANUFACTURING CORP. Westport, Massachusetts

Please send me information on the following Hoyt machines:

RECLAIMERS

- ☐ Super-Fast Solvo-Misers
- ☐ Solvo-Miser 75
- ☐ Regular Solvo-Miser
- ☐ Solvo-Miser No. 4518

DRYERS

- ☐ Westport
- ☐ Tumbler Model 75
- ☐ Duo-Dri
- ☐ Big Bertha
- ☐ Dryerette, Jr.
- ☐ Dryerette

Name

Company

Address

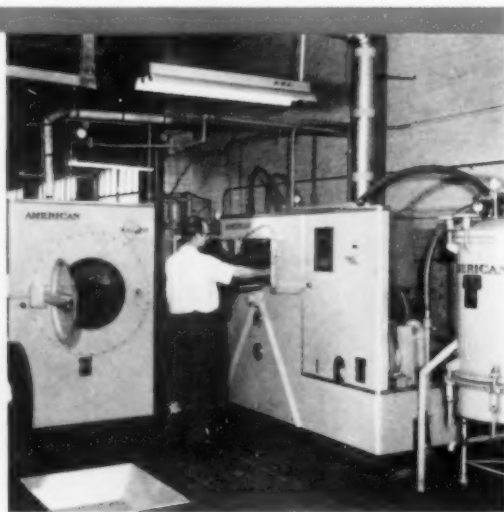
AceCo...

Today's most complete shopping center for dry cleaning equipment

AceCo's new complete line fills every need for dry cleaners of all types and sizes. Included are 2-bath petroleum units, single and 2-bath synthetic units, air-driven and foot-operated presses, tumblers, washers, extractors, filters, stills and all accessory equipment. For complete information write today.



For the petroleum plant. The Trucleen 2-Bath Washer-Extractor Unit, pioneered by American. Designed for cleaning with exceptionally strong soap solutions—up to 6%. Y-pocket cylinder enables you to clean three classifications of work in one load. Two sizes of Trucleen Units available. The 48" x 36" with 180 lbs. per hour capacity, and the 40" x 30" with 110 lbs. per hour capacity. Both give finest quality cleaning with greatly reduced spotting and wet cleaning.



For the two-bath perchlorethylene plant. The American Trucolor 2-bath unit. Will produce up to 125 lbs. per hour with maximum savings in labor and supplies. Used with super-strong soap solution for efficient, thorough cleaning. Exclusive Iso-Vibe mounting eliminates need for special foundation—makes installation easy. Separate filters (tubular or bag) for both wash and rinse baths assure thorough soil removal. Continuous distillation of rinse bath keeps solvent pure.

American Cleaners Equipment Company • Cincinnati 12, Ohio

Division of The American Laundry Machinery Company

For the quick-service plant, AceCo offers a full line of modern, efficient dry cleaning machinery and equipment. In addition, AceCo representatives will provide expert assistance in selecting the proper location, plant layout, store design and furnishings, and training of employees.



For the single-bath perchloroethylene plant. The American-Martin Model 60 single-bath unit—a "cold" or transfer unit with capacity of 200 lbs. per hour. Model 30 transfer unit with 112 lbs. per hour capacity also available. Model 25 "hot" unit, 50 lbs. per hour capacity. Completely automatic.



For the modern pressroom. AceCo Air-Driven Press with twin controls gives fast, quality finishing. Fingertip bar-type controls on both head and under front of table, or choice of either one. Foot-operated press with fingertip release on head also available. Utility, Mushroom and Pants Leg Models, air or steam vacuum.



Modern, attractive interiors characterize the quick-service plant of today. Doing the work "on premises" answers the need for fast, quality dry cleaning. Many quick-service plants have established shirt finishing departments and other added services. American's 3-Operator Shirt Laundry can produce 2,000 or more shirts per week, attracts more customers and means extra profits for you.

You can expect more from

American

American Cleaners Equipment Co.

TAKE A GOOD LOOK AT YOUR ADVERTISING!



Suppose you were a prospect for the cleaning, dyeing and other services you offer . . . how would you know where to locate them? If you did what most people do — you'd look in the 'Yellow Pages' of the telephone directory.

Do you know there are several different 'Yellow Pages' classifications producing business for cleaners and dyers? Make sure you are cashing in on *all* the headings that can bring more phone-in and walk-in business for you.

Take a good look at your 'Yellow Pages' advertising today and make it easy and convenient for prospects to locate your business in the 'Yellow Pages.'



Would you like some good sales ideas? Suggestions from your 'Yellow Pages' representative on his next visit will help you to improve your Classified Directory advertising.

LEGAL DECISIONS

By A. L. H. STREET

Delivery Route Ownership

A cleaner employs a routeman on a salary plus commission basis, furnishing truck, gas consumed and other expenses, including advertising of the business. As the employment continues, the routeman finds new patrons, in addition to the list given him by the cleaner.

If the relationship ends, what are the rights of the parties respecting ownership of the route?

Strictly speaking, there is no *ownership of the route*. It is common property, unless the employee is hired under a contract which provides, as it should from the cleaner's standpoint, that for a certain time after termination of employment, say 2, 3 or 5 years, the routeman will not solicit patronage for a competing cleaning establishment. He is bound by that agreement and, under ordinary circumstances, can be enjoined from violating it.

Where the routeman has not tied his hands by contract, he is free, according to what most courts have decided, to receive patronage from those he has served on behalf of another cleaning establishment, provided it comes to him unsolicited, or if, as is usually the case, he remembers who his patrons were and where they lived. But most courts say that he has no right to take with him a route list furnished by his old employer or made up for the latter by the routeman in his capacity as an employee.

Thus, except where there is special agreement to the contrary, the old employer can employ a new routeman and through him solicit old and new patrons on the route; the old routeman can do the same for another cleaner so long as he does not use a route list that belongs to the old cleaner.

An entirely different situation is presented when a routeman has built up an entirely independent business which makes him a middleman between patron and cleaner. In the absence of contract to the contrary, the routeman is free to have the cleaning done where he pleases, and "owns" the route in a limited sense. But that does not mean that a cleaner who has formerly done the work for him is not equally free to solicit patronage from the people served by the independent routeman, in competition with the latter.

The foregoing reflects the general attitude of the courts throughout the country, but in a few states different conclusions have been reached on some of the angles discussed. For example, the Maryland Court of Appeals decided that a route list cannot be regarded as a "trade secret" when a rival can duplicate the list by merely following trucks and observing where work is picked up and delivered. (140 Maryland Reports, 117 Atl. 753, 23 A. L. R. 420.)

In Michigan, restrictive agreements were considered by the Supreme Court in the light of a law enacted in 1917, to the effect that "any contract of employment under which the employer furnishes . . . to the employee a . . . route list . . . in which the employee agrees not to perform similar services for another engaged in a . . . competing line of business, for . . . 90 days after termination of such service" was valid. (187 N. W. 335.)

This discussion would seem to indicate that before making or renewing a contract with routemen, a cleaner should carefully consider the need for special provisions safeguarding his interests, after checking with his local lawyer to see just how far the contract can go in that direction in the light of the laws and court decisions of the particular state.



THIS IS YOUR NEW
FALL
TRUCK
POSTER

17 1/2" X 25 1/2"

PRINTED ON

NEW press-N-stik
 SELF-ADHERING • WEATHERPROOF

PUT IT ON YOUR TRUCK IN LESS THAN A MINUTE! No frame needed . . . just peel off the protective backing sheet and press on with your fingers. It seals on tight and firm (the adhesive back is just like scotch masking tape), and it can be removed just like peeling the skin from a banana. Does not mar or stain the finish.

This human interest poster is a real eye-catcher! People will look at it, look again . . . and remember. You'll get attention and favorable comment. It's a conversation piece.

Get acquainted with our wonderful new PRESS-N-STIK Truck Posters at this special Introductory Price.

85¢
 each in lots of 25 or more

24 or less. \$1.00 each



APPROX. 3" x 5"

AS A STICKER OR A BUTTON TAG	QUANTITIES	PRICES
	1M - 9M	\$4.95 per M
	10M - 19M	\$4.70 per M
	20M - 49M	\$4.35 per M
	50M - 69M	\$4.00 per M

FOR YOUR STORE WINDOWS SAME SIZE, PRINTED ON HEAVY PAPER **65¢** each in lots of 10 or more
 9 or less 75¢ ea.

CAPITAL POSTER

307 CANAL STREET NEW YORK 13, N.Y.

5% DISCOUNT FOR FULL PAYMENT WITH ORDER

SIGNS of the TIMES

Trail Features Oakland Cleaner: The subject of an illustrated article in the May 1956 issue of *International Trail* was the Clean Cleaners of Oakland, California, owned by Emil Bouchet. The establishment was founded in 1920 by his father, who had lost a laundry business in the San Francisco fire in 1905. *Trail*, an interesting monthly published by International Harvester Company, is devoted to articles about users in every field and country of its trucks and tractors.

#

Misleading Fabric Advertising: Retailers are being advised against the misuse of the term "Fortisan" in store signs, labels and newspaper advertisement of curtains and draperies by the Better Business Bureau of New York City. Fortisan is a rayon of great tensile strength, possessing exceptional stretch and shrink resistance, according to the manufacturer, the Celanese Corporation of America. In curtains and draperies it is generally used as the warp yarn with the woof or filling being one or more fibers other than Fortisan. It is therefore not the predominant fiber by weight.

The Better Business Bureau advises retailers to insist upon receiving complete and accurate fiber data from all suppliers and urges that the proper fiber content be disclosed in the advertising and labeling of merchandise.

#

Tips on Retirement: With thousands of Americans retiring each year, the problems connected with old age have become increasingly acute. To meet this situation the United States Chamber of Commerce has published a booklet giving timely pointers on the subject. It discusses health, diet, fitness, living arrangements, hobbies, finances, part-time work and other necessary considerations. The pamphlet urges the avoidance of worry, the enjoyment of friends, participation in community activities, self-reliance and religion as a source of strength.

The booklet is a joint project of the Chamber's Insurance Committee and the Economic Security Committee. Single copies are free on request. In quantity they cost 5 cents each. Please write to the Chamber of Commerce of the United States, 1615 H St., N.W., Washington 6, D. C.

Canadian Textile Seminar: Joyce Hutchinson, director of the textile laboratory, Canadian Research Institute of Launderers and Cleaners, represented the Institute at the fifth Canadian textile seminar, organized by the Textile Federation of Canada. Held at Queen's University, Kingston, the seminar featured several papers on timely subjects, presented by leading textile authorities. Of special interest was one given by Miss A. S. Tweedie of the National Research Council on the testing of textiles from the consumer viewpoint.

#

Small Business Administration Literature: Turning customer complaints into profits is the theme of No. 12 in the Small Marketers Aids series published by the Small Business Administration. Author Gerald D. Grosner, retail consultant, divides complaints into eight basic groups: faulty merchandise, unsatisfactory installation, delayed delivery, wrong merchandise, damaged merchandise, office errors in billing charge accounts, a resentment of credit-collection methods and dissatisfaction with salespeople. He then outlines various methods of handling each of these types of complaints. Presenting a cogent argument, Mr. Grosner points out that if a customer has a legitimate complaint, "the store is not only obligated to set it right but should be glad to do so."

Much useful information can be obtained through the use of marketing surveys, according to Bulletin No. 73 of Management Aids for Small Manufacturers. Unless there is a person qualified to undertake this form of fact gathering the folder recommends the use of a specialized research firm.

After the initial statement and definition of the problem has been made, the folder suggests steps necessary to operate a successful survey. Conducting the preliminary survey, deciding the type of survey (mail, personal interview or telephone) to be made, determining the sample plan (random area or quota), developing a questionnaire and finally assembling and analyzing the data are all included in the discussion.

Free Copies of these two aids are available without charge from the field offices or from the headquarters of the Small Business Administration, Washington 25, D. C.

Oklahoma A & M Short Course: An attendance of 40 persons was reported by the Oklahoma A & M Tech drycleaning faculty at their third short-course session of the year, held in Elk City. Guest speaker Pat Dinwoody discussed the importance of a knowledge of the weave of the new fabrics currently being manufactured. H. B. Golden, head of the drycleaning department of the trade school, was the principal speaker. His topic was the effects of the charged system in spotting and also stain identification and removal.

C. O. Jackson, instructor in drycleaning room procedures, explored the charged system as well as the main factors of temperature and humidity control. Talks on wool and silk finishing by Joe Smith and Lloyd Bennett rounded off the evening. Plans are now being completed for a final session to be held in the fall.

#

Rotarians Tour Plant: Members of the Rotary Club of Martin's Ferry, Ohio, heard an explanation of the most modern drycleaning methods and examined equipment when they toured the plant of Buckeye Cleaners and Dyers, owned by Gust Maistros. Rotarian Maistros gave each fellow member an opportunity to have a coat or suit drycleaned without charge.

#

Match-Cover Memory: The Hooper-Holmes Bureau, a commercial research organization, has undertaken a nationwide survey to determine whether people remember the messages that cleaning industry firms place on their advertising match books. More than 5,000 interviews will be conducted in 33 cities from coast to coast to determine the effectiveness of this form of advertising. The match industry is underwriting the costs of the independent study.

For cleaning industry firms interested in statistics and information on techniques of designing and distributing advertising match books, the industry has prepared a brochure, "The Best Read Book in America," which is available without obligation on inquiry to the Match Industry Information Bureau, 500 Fifth Ave., New York 36, N. Y.

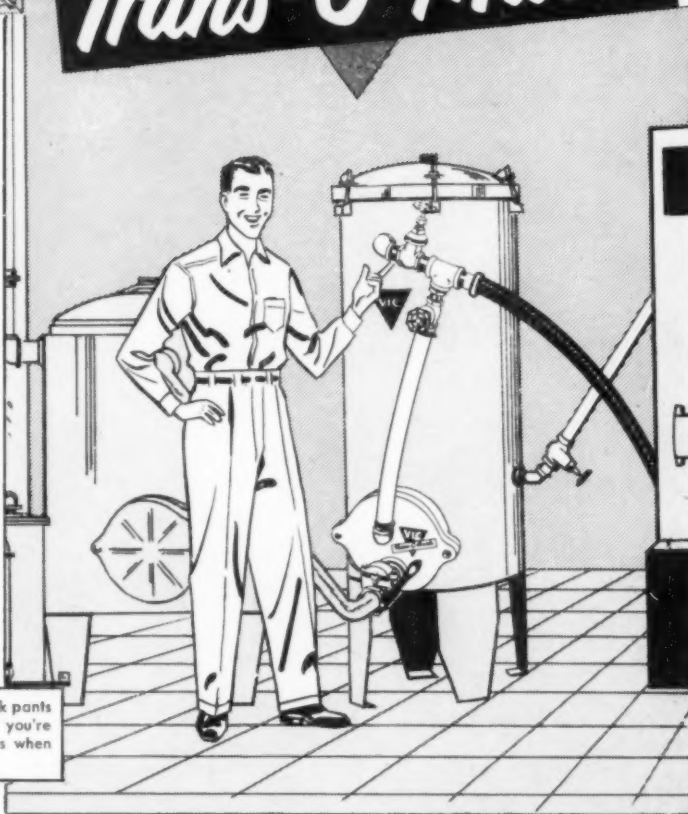


Thanks to **VIC'S** New AUTOMATIC

Trans-O-Muck

ENJOY YOUR JOB MORE with Vic's automatic TRANS-O-MUCK. It's another in the proud line of Vic achievements designed to make your life easier and your business more profitable. Just a few minutes to install—a lifetime to enjoy!

*In fact, you can wear spotless white duck pants while using TRANS-O-MUCK and when you're finished they'll be as clean and white as when you began!

**VIC**

CLEANING MACHINE CO.

Experienced Since 1912

Minnesota 3. Miss



Gentlemen:

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

\$264,000 Backs This Claim...

PERK-O-MATIC Gets the Most out of the Cold, 2-Bath Process

"LOOK . . . Ten or twelve thousand is big money . . . I'm making as sure as I can that it gets me the best in cleaning equipment."

.....

This expresses the hard-headed business approach to selection of equipment for each of the 20* modern plants you see here. They investigated . . . dug deep for facts . . . compared equipment in every possible way. And, each plant independently arrived at the same "best" answer . . . PERK-O-MATIC. Several of these plant owners later bought additional Perk-o-matics for branches.

Together these 20 plants laid \$264,000 on the line to support their judgment . . . and our claim . . . that a Perk-o-matic gets the most out of the cold, 2-bath process.

THAT MEANS whiter whites, brighter colors, softer feel . . . quality work to build business. It means an absolute minimum of wet cleaning and spotting to build profit.

MORE, it permits cleaning a 50 lb. load to that quality standard! Perk-o-matic has the largest true capacity per sq. ft. of floor space.

WHY a Perk-o-matic does all this . . . does it better in the judgment of careful buyers . . . you can see for yourself. Just visit an installation. See the exclusive *positive deep drop action* design of the cylinder. Watch the *rinse solvent maintained in proper condition — automatically*. See the simplest of operating routines. And, mechanical simplicity that frees an owner from troubles.

SEND FOR FOLDER about these and many other features no other equipment can match.

**Typical of the many Perk-o-matic users*



Trenton, New Jersey
Bond Dry Cleaners & Launderers



Toronto, Ontario
Paramount Service Stores, Ltd.



Dallas, Texas
Zip Cleaners



Wichita, Kansas
Cowboy Cleaners #8



Racine, Wisconsin
Ideal Cleaners



Niagara Falls, New York
Palace Laundry Co.



Los Angeles, California
Dry Cleaning Dept., Broadway Dept. Store



Bellingham, Washington
Vienna Cleaners



Torrance, California
Perfection Cleaners



Springfield, Massachusetts
Royce Superior Laundry & Cleaning



Prairie Village, Kansas
Hanna Dry Cleaners



Kansas City, Missouri
Ambassador Cleansing Co.



Ridgewood, New Jersey
Corde Cleaners, (Alvin Stores, Inc.)



Las Vegas, Nevada
Whistle Cleaners



North Haven, Connecticut
Ted's Cleaners



Grand Junction, Colorado
MarMac Cleaners



Skokie, Illinois
Duval Cleaners



High Point, North Carolina
Superior Dry Cleaners



Cynthiana, Kentucky
Mullins Cleaners

Perk-o-matic
by **Pantex** MANUFACTURING CORPORATION
Box 6604, Pawtucket, R. I.



Vancouver, British Col.
Court Cleaners, Ltd.

BUSINESS BUILDERS

Portable Truck for "Wrong Side" Drive-In



Is your new plant located on the wrong side of the street to attract traffic from a "no turn" street? Max I. Walker Cleaners of Omaha, Nebraska, solved this problem in one of its drive-in plants by constructing a portable truck painted red, white and blue. Each morning it's rolled across the street before the rush-hour traffic starts downtown. With the permission

of a piano concern across the street cars are able to pull in off the street, drop off their bundles and proceed on without any undue delay. After 9:30 a.m. the truck is pushed back across the street to the plant and removed out of sight until the next morning.

A direct-mail campaign featuring a diagram of the driving approach promoted this extra service.

Prepared Door-to-Door Sales Pitch Helps Routemen

The only way to get more business is to ask for it, according to George Klinefelter, Sr., head of Elite Laundry in Baltimore, Md. And the best way to do it is to return to the personal selling method—on a door-to-door basis.

Mr. Klinefelter exhorts his routemen to get back into the habit of asking for the privilege of serving the customer and of inviting her to use Elite's services. The secret of Elite's success with personal selling is teaching the routeman the correct approach and arming him with a prepared door-to-door presentation:

"Good morning, ma'am!

"I am from Elite Dry Cleaners and I just stopped by for a moment with some wonderful news for you.

"At times you may have received a garment back from your drycleaner that just didn't look right. For some reason it may have lost its new look and life. I am happy to tell you that Elite Dry Cleaners has overcome that problem.

"Every garment that you send to Elite receives a treatment that brightens colors, prolongs the life of the fabric and makes

your clothes wrinkle- and soil-resistant. Every garment receives over 11 complete changes of gentle, pure cleansing solvent. Top surface soil, as well as embedded soil, is removed. All your garments are finished from the inside out so that there is no seam impression or shine. This is really a wonderful, new process.

"The reason I stopped at your home today is to personally invite you to try this new process. Send in a garment, any garment, and when it comes back to you look at it—and you be the judge—and if you don't agree that it is the finest drycleaning you have ever seen—I will gladly tear up the bill.

"I will really appreciate one garment today so that you can see for yourself the outstanding quality of Elite drycleaning."

In addition to this prepared message, Elite's men also receive the following instructions:

"If for some reason a prospect is unable to give you a garment, be sure and ask for a *future call*. Tell the prospect that she owes it to herself to send in just one garment and compare the difference!

"All future calls are to be turned in to your route supervisors at the end of each

day's work. A postcard will be mailed to the prospect two days before your scheduled call-back day."

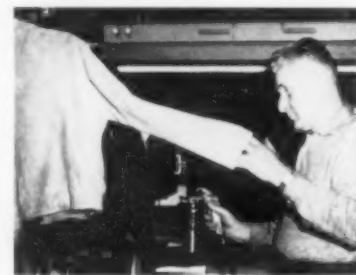
What have been the results of this type of personalized selling? The first day's results showed this box score: Out of 55 contacts, the routemen obtained 15 over-the-arm orders and 30 future orders. Of the 30 future orders, 20 were expected to materialize—for a grand total of 35 orders out of 55 contacts.

Elite's last bit of advice to its routemen is this: "Remember! Sell a little more every day and have more take-home pay!"

Three Cheers

A variation on free flag cleaning for Flag Day is reported from Akron, Ohio. There on Armed Forces Day Margaret Hickel of Firestone Park Cleaners and Bill Hickel of Hickel's Dry Cleaning offered to clean without charge any red, white and blue garment.

Suede Sideline Pays



Fred Katz, manager of Paul Brothers' Park Circle Drive-in, Baltimore, has been doing suede garments on the average of 25 per week since 1953. It has proved to be a profitable sideline. It also has helped over-all drycleaning sales, as well.

The Park Circle Drive-in, one of three plants owned by the Paul brothers, charges \$5 for suede jackets, \$7.50 for suede coats, and \$12.50 for long coats or two-piece suede suits.

In photo, Fred is standing back from the spray so as not to inhale the fumes. At times he wears a mask. A suction fan draws the fumes away from him.

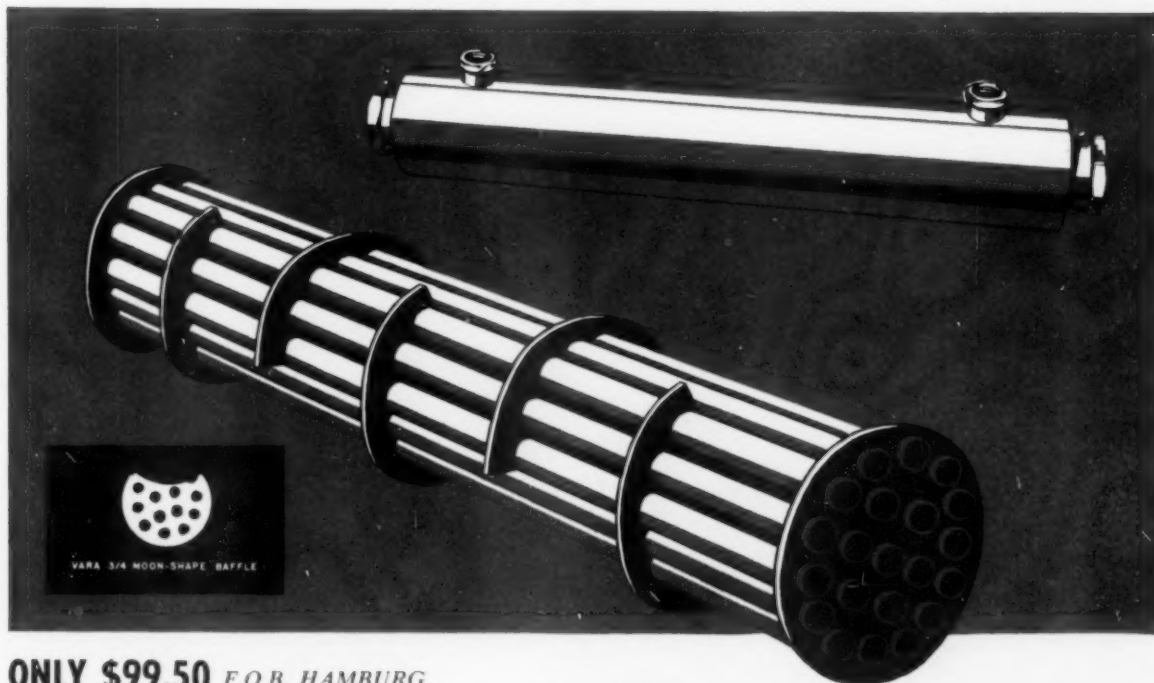
Plants without facilities to handle suedes can avail themselves of the services of many firms specializing in this business builder.

NATIONAL CLEANER & DYER

Here's why the

VARA SOLVENT COOLER

IS MORE EFFICIENT...



ONLY \$99.50 F.O.B. HAMBURG,
N. Y. For Filters Up To 5000 G.P.H.
Capacity—2 are needed for larger filters.



Ordinary $\frac{1}{2}$
circle baffle



Shaded area shows
wasted cooling area

Ordinary solvent coolers use a less efficient $\frac{1}{2}$ circle baffle wasting much of the cooling surface behind each baffle as illustrated

Sold through jobbers only
Contact your jobber or fill out
the coupon

SHIPPING WEIGHT—18 $\frac{3}{4}$ LBS.
OVERALL LENGTH—26 $\frac{1}{2}$ INCHES

A. G. VARA & SON, INC.
MANUFACTURERS OF DRYCLEANING SPECIALTIES
53 Clark St. Hamburg, N. Y.

FIVE VARA $\frac{3}{4}$ moon-shaped baffles reverse the flow of water 6 times with a **SPIRAL ACTION** that sends the water behind each baffle, thus assuring every square inch of cooling surface is actually cooling solvent. 2 inch solvent outlet and inlets, $\frac{3}{4}$ inch coolant line outlet and inlet.

DUAL PURPOSE—Very efficient solvent heater when installed with dual purpose hook-up. Also Coolant lines are easily cleaned.

We can furnish cooling tower equipment that will save 97% of the coolant water.

A. G. VARA & SON, Inc.
53 Clark St., Hamburg, New York

Gentlemen: I am interested in the Vara solvent cooler. Please send me further information without obligation on my part.

Name.....

Street.....

City.....

State.....

My jobber is.....

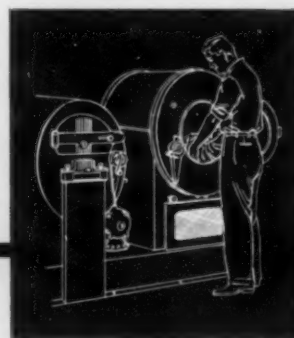
MORE and MORE DRY CLEANERS

**Prefer... SHELL
SOL**

for fast general work

**SHELL
SOL 140**

**where high flash point
is required and
low odor counts**



Both

are approved and listed by the
National Institute of Dry Cleaning and
Underwriters Re-Examination Service.

SHELL OIL COMPANY

50 WEST 50TH STREET, NEW YORK 20, NEW YORK
100 BUSH STREET, SAN FRANCISCO 6, CALIFORNIA



NATIONAL CLEANER & DYER

Make yourself some Rain Dough with this “Cravenette” Service

With weather apparel becoming steadily higher priced more and more people are sending such apparel to drycleaners for reprocessing by the original “Cravenette” method—famous for almost 70 years. So far as resistance to rain is concerned such garments can be made almost as good as new—topcoats, overcoats, jackets, sports clothes, raincoats, snow suits and other ski and snow wear. The opportunity is especially great in the field of children’s garments—kids play out-of-doors so much.

Of course the idea of offering a water repellent service is not new; the difference in “Cravenette”

is that you have the advantage of a famous brand name; people know it; it is easier to sell; it stands for quality of a kind that people have been enjoying in good garments for a long, long time. Also, with this service you get a complete portfolio of merchandising aids and ideas for your sales promotion. As proof of the possibilities many, many hundreds of the finest drycleaners in the country now offer this service.

Write us, or just use the coupon. We will be glad to send full information promptly.

The Cravenette Company, U.S.A.

EIGHTH AND MADISON STREETS, HOBOKEN, N. J.

*Since 1887 the world's leading producer
of water repelling preparations for garment fabrics*

THE CRAVENETTE COMPANY, U. S. A.
8th and Madison Streets, Hoboken, N. J.

Please send me full information concerning the “Cravenette” water repellent service for drycleaners.

Name

Position

Company

City State

Coming in October!

GUIDE TO

LAUNDRY IDENTIFICATION

Starchroom **LAUNDRY JOURNAL**

THE 1956 GUIDEBOOK ISSUE

With up to 40% of their labor costs in identification—the all-important first and final steps in the production process—laundrymen everywhere want a down-to-earth, practical textbook on identification systems.

To meet their demand, STARCHROOM LAUNDRY JOURNAL's 1956 GUIDEBOOK OF THE LAUNDRY INDUSTRY, coming in October, will be the GUIDE TO LAUNDRY IDENTIFICATION. In easy-to-read, easy-to-follow terms—and with lots of working pictures, charts, graphs, and actual case histories—chapter after chapter in this big GUIDEBOOK will help you.

**determine your identification needs
choose the right systems to meet them
apply the systems easily and efficiently
train your employees to maintain them**

keep identification costs in line

**eliminate mistakes, losses and claims that
stem from faulty systems**

Now, for the first time in the field, laundrymen will have a complete manual for selecting and putting to work the identification systems that will fit their plant needs best. And, like every one of the JOURNAL's Guidebooks—and every monthly issue of the magazine—the GUIDE TO LAUNDRY IDENTIFICATION will have just one purpose:

**helping laundryowners improve methods,
build volume, increase profit!**

In addition, the 1956 GUIDEBOOK OF THE LAUNDRY INDUSTRY will bring you YOUR OPERATING GUIDE—page after page of charts, graphs and tabulated information covering all phases of laundry plant operation and production—a ready source of up-to-the-minute reference material for day-in, day-out use.

"GUIDE TO LAUNDRY IDENTIFICATION":

1956 sequel to the history-making guidebooks introduced by Starchroom Laundry Journal as a major contribution to the industry back in 1946!



And in the Same Big ISSUE

**YOUR COMPLETE
FOR YEAR-'ROUND
REFERENCE**

**BUYERS'
GUIDE**

***The Industry's Only Complete, Standard Directory
With Well Over 15,000 Items of Helpful Buying Information***

**Look for these
detailed where-to-do-
business features:**

Classified Directory—

Listing all kinds of laundry equipment and supplies by product . . . with manufacturers of each . . . A constant, easy-to-use, ready reference on who makes it and sells it.

Trade Name Directory—

Alphabetical listing of Trade Name Products and their manufacturers . . . A quick means of tracking down the source of "Trade Name" equipment and supplies.

Manufacturers' Directory—

Alphabetical listing of manufacturers and their home office addresses . . . Full information on where to contact companies listed in the Classified and Trade Name Directories.

Local Buyers' Guide—

Geographical listing of manufacturers' branch offices, distributors and jobbers . . . with ad-

resses . . . arranged by states and cities . . . A practical direction-finder for contacting the nearest sources of equipment and supplies.

Detailed Buying Information—

Supplied in display advertising and in informational ads throughout the Classified and Geographical Sections . . . Providing an opportunity for leading manufacturers and sales organizations to state specifics on their equipment, supplies and services.

**All this and
YOUR OPERATING GUIDE
and the
GUIDE TO LAUNDRY
IDENTIFICATION**

*will be in the October
Guidebook Issue of*

**Starchroom
LAUNDRY JOURNAL**

First in the Laundry Industry Since 1893

305 East 45th Street
New York 17, New York • OREGON 9-4000

Business Papers Division,
The Reuben H. Donnelley Corporation

**ABC
ABP**

"Now I use DARCO DC
every day
to head off trouble
before it starts"



"RAN into a mess of trouble with bleeding dyes a while back. And, man, seems like even trouble is king-size here in Texas. Garments were coming out of the bath looking mighty gray and dingy. Folks were complaining, and they had every right to. Business dropped off.

"Well, sir, I always had used Darco activated carbon to clean up the bath when it got really messy. Used to think that talk about using it *every day* to prevent trouble before it starts was just a sales pitch. Now that I'm a daily Darco man, I know better.

"Garments come out cleaner and brighter than ever, that's for sure. Since I started daily dosage, there hasn't been a speck of trouble with bleeding dyes. Another thing, Darco is downright economical. Figures out to about a third of a cent per suit or two-tenths of a cent per dress to use it. No soap loss to speak of, either—less than two ounces for a hundred pounds of garments.


"We've got a sign in our window that says 'Quality Cleaning' . . . and Darco sure helps us live up to it!"

NEW 2-LB. "CARBON-METER" PACKAGE
takes the guesswork out of dosage,
saves time, trouble, mess, storage
space.



WANT SCIENTIFIC PROOF?

Drop us a card requesting the National Institute of Dry-cleaning Fellowship Bulletin F-16 . . . facts on how Darco can pay off in your plant.

 **CHEMICALS
DIVISION**
ATLAS
POWDER COMPANY
WILMINGTON 99, DELAWARE
In Canada: Atlas Powder Company, Canada, Ltd.
Brantford, Ontario, Canada

Leffel Boilers Pass The Acid Test:

"... we have been in the boiler business for nearly fifty years, and the only repair work we have ever done on a Leffel Scotch Marine Boiler has been due to human failing, and not to mechanical failure. The Leffel Scotch Marine Boiler is without a doubt the strongest and most trouble-free boiler built."

Mr. J. J. Bower, President
J. J. Bower Company, Inc.
Roanoke, Va.

No man is in a better position to judge boilers than the man who services and repairs all types and makes. It pays to listen to a man like J. J. Bower for his is the voice of authority and his words are backed by nearly a half-century of experience. In the brief statement above, Mr. Bower cuts away all the claims and promises of most of today's boiler advertising and tells you why *you* should rely on Leffel boilers for your steam requirements.

For more details on why you can count on rugged, reliable Leffel boilers for long life and dependable service, write today for your free copy of Bulletin 236.

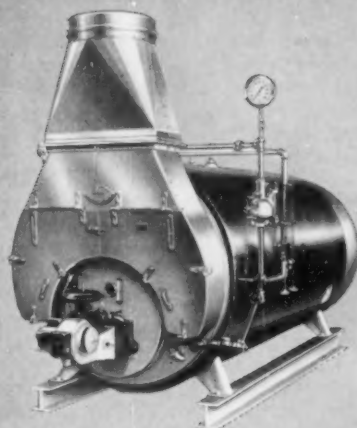
8-1-56

THE JAMES LEFFEL & CO.



FOUNDED IN 1862

MORE EFFICIENT STEAM
GENERATION FOR 94 YEARS



Leffel Scotch Boilers can be fired with oil, gas or coal (with the Leffel underfeed stoker). If you later wish to change from one fuel to another, you can do so quickly, easily and economically. Leffel is not a one or two fuel boiler!

FREE CATALOG

THE JAMES LEFFEL & COMPANY
DEPT. D, SPRINGFIELD, OHIO

☐ Please send me a catalog and other literature on Leffel Scotch Boilers.

☐ Please have your representative call.

Name _____ Title _____

Company _____

Street _____ City _____ State _____

August, 1956

27

EACH SATISFIED CUSTOMER IS WORTH \$96.00 PER YEAR!

EDITORIALS

Man in Gray Paper Suit

Can you imagine your customers quitting work, then putting their garments in the wastebasket instead of the laundry or drycleaning bundle? That is a distinct possibility in the near future. A leading paper manufacturer has developed a product identified as K-2000, made from balsam, spruce and jackpine trees.

Squeezed from these trees, the "textile" is produced on high speed paper-making machines rather than looms. Its immediate market is in atomic energy plants and laboratories where radioactive contamination may render garments useless. Inexpensive wrap-around laboratory coats, ponchos for outdoor workers, hospital gowns will quickly be made of this material. It can also be made flame- and water-resistant for still other uses.

Color and texture can be controlled to simulate the look and feel of real textiles. The fabric can be combined with rayon, nylon and glass, held together by an adhesive. It is said to cut like paper and sew like cloth, resisting needle tear. Fasteners and zippers are glued, not sewed to the material.

Future uses predicted are resort wear, bathing suits and even high fashion creations. We are not sounding the death knell of our industry. We are merely reporting a new development that can have an impact on your market.

It points up the increasing importance of delivering a completely acceptable cleaning job to the customers. We must keep telling them what we can do for them, rather than what we can't do. Positive advertising, backed up by quality work, can maintain consumer acceptance, prevent such products from making too great inroads in our volume.

This is no time for complacency. There is no comfort for the comfortable.

Back Home Days

Another year has rolled around and the twenty-sixth annual reunion of alumni of the National Institute of Drycleaning takes place this month. Meetings will be held at the Shoreham Hotel in Washington, D.C., and the Institute headquarters at Silver Spring, Maryland, August 10 through 12.

With each passing year these sessions take on increasing importance. Graduates of the earlier classes have logically become industry leaders. The education they gained as NID students gives them a tremendous advantage over most of us who had to learn through the "try it, then buy it" method.

At these annual get-togethers, the older alumni impart their experiences of applied knowledge to each other and the younger graduates. Because of their common bond as alumni, the discussions are factual,

without fluff and puff. There is no reluctance to talk freely for fear of revealing secrets to competitors. More important, those in attendance discuss *management* problems and their answers.

Last year processing took a back seat to sales, public relations and employee motivation. This year a similar theme will prevail. The winners of the alumni-sponsored contest "News-Ideas-Doings" will be announced, and their entries read. This will provide fresh thinking concerning better customer relations for those who attend.

Another highlight will be a down-to-earth panel discussion on the advantages and disadvantages of shirt laundering in cleaning plants. A case history of box-storage promotion will make up part of the program devoted to merchandising ideas.

Unusual events have been planned too, for the wives who attend. All in all, it shapes up as the most informative program ever presented to the alumni members. It has one basic purpose: to make us better, more profitable cleaners. Every former student is urged to attend.

This message is not directed to that hard-core group who always come eagerly for the profitable meetings. It is meant for those who have failed to cash in fully on their class days. How long has it been since you were back?

Trends

Synthetic furlike fabrics are far from the flash in the pan that some supposed when they were first introduced. Major manufacturers of these materials are expanding their production facilities, putting more dollars into production.

Next season will find these fabrics in men's overcoats. A recent preview by one of the leading textile firms unveiled these and other new styles to be shown in an exclusive promotion through the country's finest stores. New blends produce coats that look more like mink than mink itself. Other applications aside from coats include berets, belts, mittens, sweaters and casual wear trimmed with furlike material.

There was a development at the style preview that carried great significance for our industry. Coincidental with the fashion show was an exhibit of the cleanability of the garments. Instead of flooding the market with unserviceable material, the manufacturer has cleaning and restoration methods that are practicable for every plant.

What was a mere drizzle of such garments last year will be a cloudburst for cleaners next season. We had better be ready to process and refinish them to the customers' satisfaction.

EACH SATISFIED CUSTOMER IS WORTH \$96⁰⁰ PER YEAR!

KEEP CUSTOMERS COMING BACK

Again and Again!

FOR 100% PRESSING SATISFACTION

provided by 4 exclusive Fabric-Safe features . . .

... that increase
production

10%

... so a
Fabric Safe

DOUBLE PLATE
pays for itself
in 4 weeks!

EQUIP YOUR
PRESSES WITH



90% LESS SHINE . . .

Cat Tongue surface scatters light rays and
cuts reflection



SAFETY FOR DACRON AND ALL FABRICS . . .

Reduces heat from 300° to safe 250°

NO STEAM MARKS OR STREAKS . . .

Gentle steam. No harsh jets



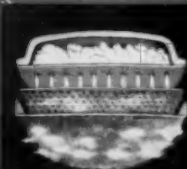
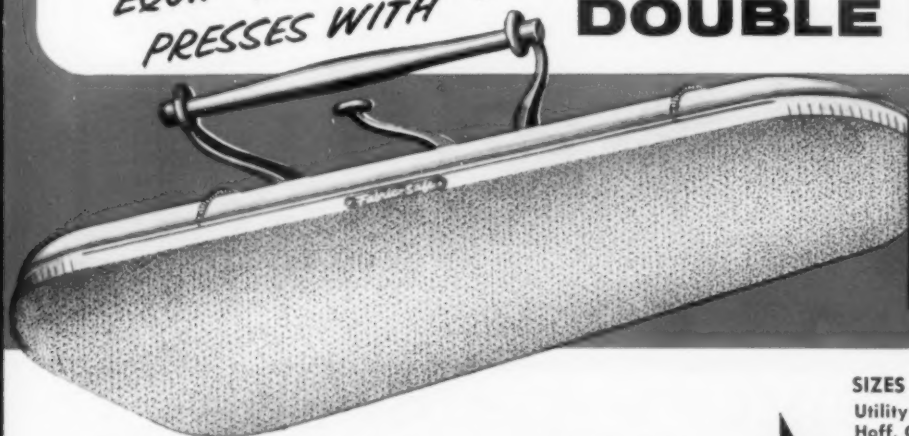
MORE MOISTURE FOR FASTER LAYS . . .

Steam dampens the garment. Not the padding



Fabric Safe
DOUBLE PLATES

PATENTED
& Pat. App. For



Double plates
reduce heat
to 250° for
safe finishing
of all fabrics

**For Safe Finishing of Wools and
all Wool-type Synthetics!**

SIZES	FABRIC-SAFE	PRICES
Utility sizes, 38" to 45", including . . .		
Hoff. CO-5, Pantex 41, Pros. 443		\$29.85
Mushroom sizes		\$21.85
Large sizes (over 45")		\$38.85

ORDER TODAY FROM YOUR SUPPLIER

***"Dacron" DuPont's polyester fiber
***"Orlon" Dupont's acrylic fiber

© 1956 B D F CO.

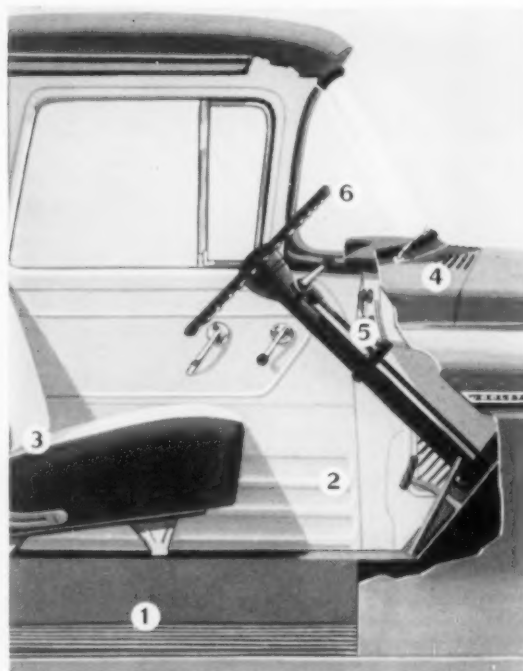
BISHOP DAVID FREEMAN CO. EVANSTON, ILLINOIS

Here's the place to TAKE IT EASY on tough jobs!

New comfort-zone compartments in Chevrolet panel and Suburban Carryall models make your work easier and safer than ever before. And they give you the pleasure and prestige of style that equals many passenger cars!

Those numbers in the picture (right) point out features that make business almost a *pleasure* when you work behind the wheel of a modern Chevrolet Task-Force truck! Here are some of the reasons why hauling in a Chevy is *easy on you*:

① *Concealed Safety Steps*—located inside the doors—stay clear of snow, mud, and ice, give you firmer, safer footing. ② *Spacious leg room* helps keep you comfortable all day long, brings you home fresher and more relaxed. ③ *Nu-Flex seat* design means *comfortable* hauling! Jack-stringer springs give ideal body support; seat back adjusts easily. ④ *High-Level ventilation system* keeps the interior clean, cool, comfortable. Intake is at the bottom of the windshield—away from road heat and dust. ⑤ *No-Glare instrument panel*, with handsome two-tone



finish, puts instruments and controls within easy sight and reach. ⑥ *Panoramic windshield* provides a full 1000 square inches of forward viewing area to make driving safer, easier.

And you'll find bright, stylish interior appointments that add to your sense of pleasure on the job. If your work calls for long hours on the road, you'll enjoy life more in a Chevrolet truck! Check one over for yourself at your dealer's. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



These fleet, nimble, light-duty Chevies help you get more done more easily!

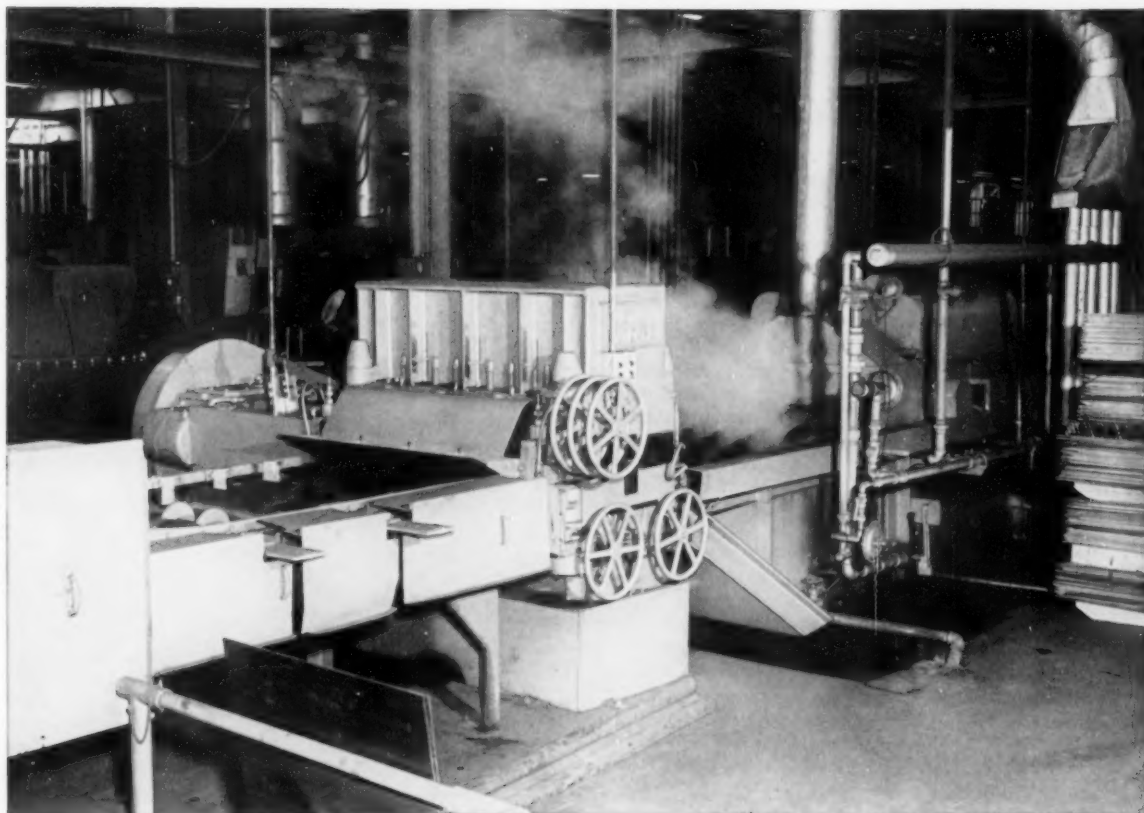
Staying ahead of tight hauling schedules is a breeze in these modern trucks! Efficient short-stroke V8's* get you where you're going faster—and with good economy. Ball-Gear steering saves you time and work in traffic. And for the ultimate in easy going, there are power brakes,* power steering,* *Hydra-Matic* transmission!*

*Optional at extra cost.



NEW CHEVROLET TASK-FORCE TRUCKS

Anything less is an old-fashioned truck!



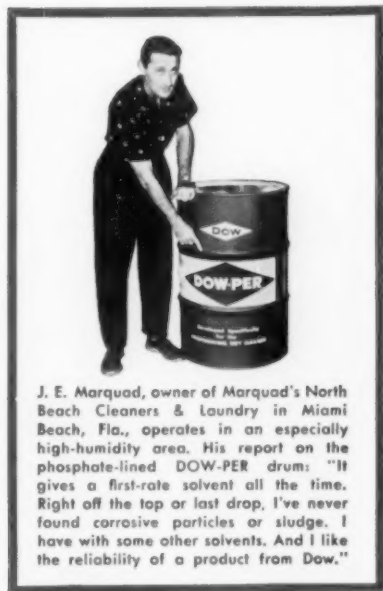
Dow-specified lining, applied by Rheem Manufacturing Company, world's largest producer of steel shipping containers, protects DOW-PER drum.

DOW-PER cures your high-humidity hangover

Drum's special phosphate lining keeps stored or open solvent pure, prevents breakdown so dangerously common when humidity climbs.

The coating you see being applied in the top picture means a lot to you. It's phosphate. It blocks moisture formation. It keeps DOW-PER® solvent uncontaminated no matter *how* high the humidity. DOW-PER reaches you with this degree of protection . . . which is of importance to every synthetic plant owner.

Long-established DOW-PER is your best buy on *all* counts. Always uniform, always available, DOW-PER helps your units run the smoothest, fastest cycles in the business. And your DOW-PER distributor has a satchel full of colorful new aids to help you tell a really convincing selling story to all the customers you'd *like* to have. Ask him for a supply when you place that next DOW-PER order. THE DOW CHEMICAL COMPANY, Midland, Michigan.



J. E. Marquadt, owner of Marquadt's North Beach Cleaners & Laundry in Miami Beach, Fla., operates in an especially high-humidity area. His report on the phosphate-lined DOW-PER drum: "It gives a first-rate solvent all the time. Right off the top or last drop, I've never found corrosive particles or sludge. I have with some other solvents. And I like the reliability of a product from Dow."

you can depend on DOW SOLVENTS



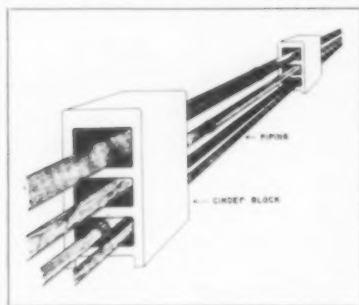
GADGETS and GIMMICKS

Keep It Neat



Used frozen food lockers purchased by Harry Hudlow, Westside Laundry and Drycleaners, West LaFayette, Indiana, have proved to be a convenient and systematic way to store supplies in the plant. The plantowners came across these lockers and bought them for a fraction of their original cost. Each drawer holds extra stocks of cleaning fluid, unfolded paper boxes, hangers, wrapping paper and most of the other miscellaneous items that previously took up valuable floor space in various sections of the plant.

Cinder Block for Piping Guides



After being in an almost continuous process of remodeling his plant and revising his layout for several years, one Tennessee drycleaner has developed a technique of handling temporary pipelines. He supports them in cinder blocks spaced at 4- to 8-foot intervals. The blocks are the 8-by-8-by-16-inch size with one hole 6 by 4 inches and the other two holes each 6 by 3 inches.

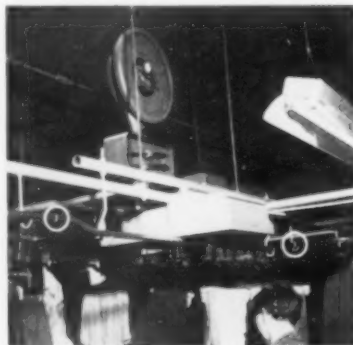
He runs the steam line through

the bigger hole at the top, with the block standing on end. The return line goes through the middle and the air and vacuum lines through the bottom. He has also run a water line and insulated electric cable through the bottom holes on occasion.

At one point where his roumen tended to run the truck bumpers against the piping, the drycleaner set a dozen cinder blocks tight together as a guard, with the pipes inside. On another occasion when the pipes crossed an entrance used by the employees, he put several blocks together as a step, again with the piping inside.

The plantowner likes to support the pipes off the ground so that moisture doesn't collect underneath to hasten corrosion, and so that dirt and dust don't collect there where they are hard to get at. Also, he likes to make cinder blocks!

Plant Measures Production In Pounds

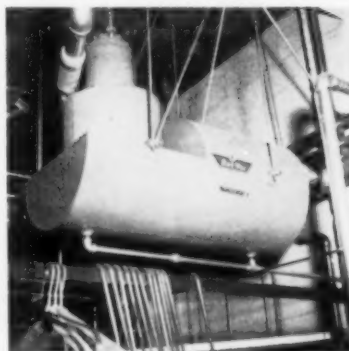


Output is calculated in pounds rather than pieces at Elite Cleaners and Dyers, Pasadena, California. As the finished work passes the inspection department, it rides on the curved section of slickrail shown above.

This section of rail is affixed to the platform of the scale by two slickrail hangers and a piece of pipe that is welded to the scale. The curved portion of the slickrail is free from the regular line at the two points circled above. The weight of the load then appears on the dial of the scale, and is recorded by the production control clerk.

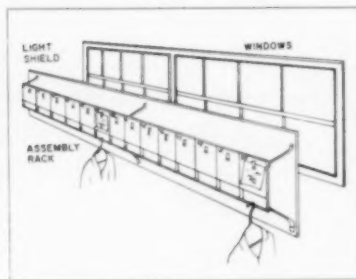
This is one of many innovations introduced by George and Carl DuNah, Jr., sons of one of the owners of Elite.

Suspended Air Vacuum



Ceiling suspension of the air vacuum saves space at Inges Sanitary Laundry at Portsmouth, Virginia. This new package plant includes laundry as well as drycleaning equipment; floor space is at a premium. This installation saved valuable square feet. It also permitted the vacuum unit to be positioned immediately adjacent to the spotting and finishing equipment. The unit operates with maximum efficiency and minimum usage of piping.

Shield for Assembly Rack



Assembly girls at Boone Cleaners, Elizabethtown, Kentucky, complained of eyestrain and difficulty in reading invoices and slot numbers on one side of the split-rail assembly. A row of windows caused too great a contrast between the outside light and the numbers on the rail.

This was overcome by running a shield the full length of the rail, and just behind it. The shield also projects 6 inches above and below the line of invoices. This doesn't blot the windows out entirely, but provides a large enough dark area so the eye can pick out slot numbers and read the invoices without squinting.

2
PROFIT
OPPORTUNITIES
FOR YOU...

with the
EXPANDED
DETREX
PROCESS

Now!

PROFIT-MAKING
DRYCLEANING
MACHINERY

Plus

AUTOMATIC
HANDLING
OF GARMENTS

Both

AVAILABLE
FROM

DETREX

No other drycleaning process offers you the fabulous profits of the Detrex Process. And, the broad range of

make more

PROFIT...

increase your

VOLUME...

all within your
present facilities!

Lack of Capital?

It is possible to LEASE a Detrex Coronet or Two-Bath Coronet and Synth-O-Saver. See coupon below.

DETREX CHEMICAL INDUSTRIES, INC.

Dept. H-60

Box 501, Detroit 32, Michigan

- ☐ Send me all the facts on how I can build greater volume and more profit with the Detrex Process.
- ☐ Send me all the facts on the Dialamatic Conveyor.
- ☐ Send me information on the LEASE arrangement.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

DETREX B&G DIALAMATIC CONVEYORS ...

No other drycleaning process offers you the fabulous profits of the Detrex Process. And, the broad range of Detrex drycleaning machines makes these profits possible for any operator regardless of present volume. With Detrex equipment you make more profit from every sales dollar and you'll have more sales dollars, too!

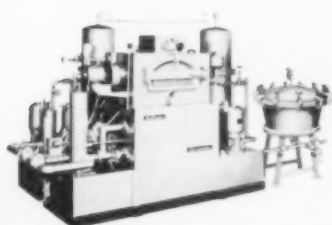
More profit from every sales dollar because Detrex reduces your cleaning and finishing costs. Wet-cleaning and re-runs are virtually eliminated. Hand spotting is reduced to a bare minimum. Thus more garments can be processed in less time at less cost to you. This adds up to higher profit.

More sales dollars because Detrex gives you the finest in cleaning quality and fast service. Your customer will notice the improvement and word will soon get around. In every single instance, installation of the Detrex Process has boosted business immediately. Don't take our word for it, check any Detrex owner yourself.

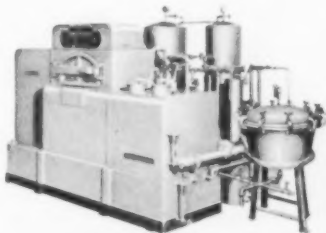
39% more volume with your present facilities!

Handle increased business *with your present facilities* by installing a Dialamatic conveyor unit. The Dialamatic allows you to handle 39% more volume within your present area. Conveyorized handling means lower handling costs, too . . . an additional profit-making feature from Detrex.

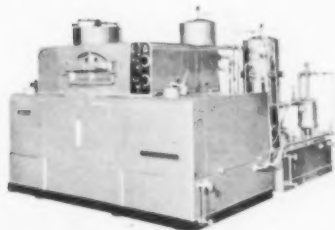
GET ALL THE FACTS by writing today. We can prove you will make more profit from the Detrex Process.



DETREX CORONET—bigger business future with low initial investment.



DETREX MONARCH—over 100 lbs. hourly capacity.



DETREX AMBASSADOR—over 200 lbs. hourly capacity.



DETREX SYNTH-O-SAVER—gives extra profit by reducing solvent cost to rock bottom.

Now!

PROFIT-MAKING DRYCLEANING MACHINERY

Plus

AUTOMATIC HANDLING OF GARMENTS

Both

AVAILABLE FROM

DETREX

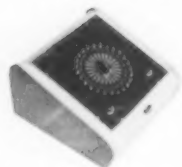
SEE NEXT PAGE FOR DETAILS ON
DETREX B&G DIALAMATIC CONVEYORS

DETREX

B&G DIALAMATIC CONVEYORS ...

AUTOMATIC HANDLING OF GARMENTS

DIAL AND DELIVER ...



As easy as dialing a telephone ... and faster! Just turn the dial to the order number and there it is ... the complete order at your sales counter in seconds.



SAVE TIME ...

Your counter attendant stays with the customer, eliminating annoying delays caused by searching for garments. Dialamatic delivers your customers' garments to the counter in seconds.

SAVE SPACE ...

Dialamatic conveyor handles 39% more orders in the same space you now use. Patented 30° hanging of garments stores more garments per square foot of space. Eliminates waste space for aisles in storage area.

BOOST SALES ...

Dialamatic conveyors will actually boost sales by improving customer relations. Efficient, modern garment delivery builds confidence in your over-all operation. Even at heaviest rush hours, your counter attendant stays with the customers.

ALWAYS MORE PROFIT WITH DETREX EQUIPMENT



ALSO AVAILABLE ...

PNEUMATIC BAGGER

Speed up bagging of garments. Simple foot control eliminates manual lifting.



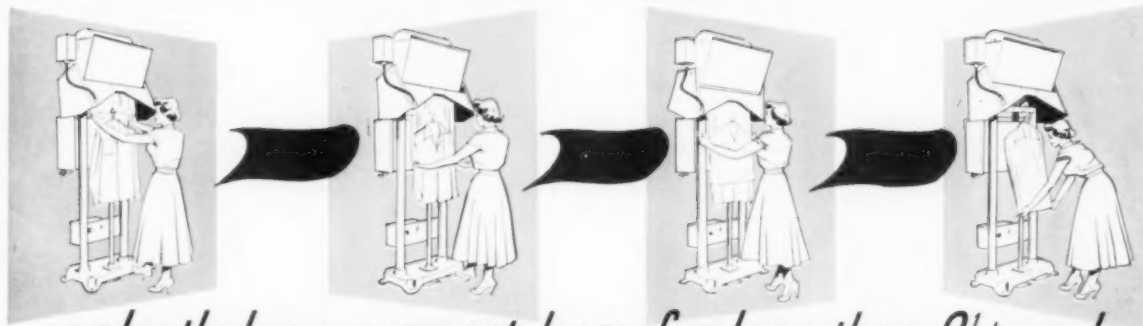
SEE COUPON ON PREVIOUS PAGE

DETREX

CHEMICAL
INDUSTRIES, INC.

BOX 501, DETROIT 32, MICHIGAN

PRODUCTION LINE



polyethylene garment bags for less than 2½¢ each

Bag-It is the garment packaging machine that makes it possible for you to package all your fine dry cleaning in Polyethylene for less than 2½¢ per 36-inch bag... less than printed paper bags of the same size.

Bag-It was built for production. In approximately 15 to 20 seconds you can package any length garment in the four easy steps illustrated above. Present Bag-It users are packaging 175 garments per hour with ease... Bag-It operates on your plant's own 110 volt electric current, vacuum and air lines making it a powerful, efficient machine.

A 1000 yard roll of continuous Polyethylene tube with a 4 inch gusset is used in the Bag-It machine to form a perfect fitting bag exactly the right length. This feature alone saves you 15% in Polyethylene material costs. The approved Poly rolls weigh 40 to 42 lbs. and are made of ¼ mill Polyethylene. These rolls can be printed in three colors and the cost per 36 inch printed bag is 3.3¢ each.

The consumer reaction to Polyethylene packaged garments is tremendous. Present Bag-It users have had up to 30% increase in dry cleaning sales. It's no wonder either because customers like to see the garments in the bag at the pick-up station and at home in the closet. Housewives appreciate Poly bags because they can identify the contents in the bag and they will re-use the Poly around the house. With your name imprinted on it, think of the reminder advertising value you will be enjoying.

Bag-It is manufactured under the following U.S. Patents: 2,479,552; 2,545,337; 2,637,504; 2,639,566; 2,674,974 and other patents pending. You purchase Bag-It free and clear at \$1450.00 (slightly higher in the West) F. O. B. Milwaukee, Wisconsin. Bag-It is guaranteed to perform efficiently.

Write the closest distributor listed below and be the first in your community to economically package garments with Polyethylene with Bag-It. You will be sent detailed literature and a free sample of a Bag-It made Polyethylene bag.



Distributed Exclusively By-

MAGIC SEAL PAPER PRODUCTS P.O. BOX 3395 COLUMBUS 11, OHIO — P.O. BOX 1766 DENVER 1, COLO.

NATIONAL PAPER BAND COMPANY P.O. 126 DENVER 1, COLORADO

AMERICAN PAPER BAND COMPANY 1361 HEISTAN PLACE MEMPHIS, TENN.

August, 1956

37



SUGGESTIVE SELLING through signs aids counter salesgirls. There are at least five services advertised in above picture. Can you find them? Firm also uses television, radio, newspaper, inserts and Welcome Wagon for increasing sales. Special promotions, like box storage, give girls opportunity for special bonuses.

How Would You Like a 500% Volume Increase?

Incentive program for counter girls helped bring it about in Virginia plant

By ART SCHUELKE

ARE YOU AVERAGING less than \$1,000 a week in your plant? That was the situation a little over three years ago at Cinderella Cleaners and Launderers in Richmond, Virginia. Now its drycleaning volume has increased fivefold and over-all sales run near \$500,000 annually. Sounds like a fairy tale, and the story of how it happened is even stranger, but it's true.

There is no pat formula for success, although in the final analysis it includes business acumen, merchandising, salesmanship and daring to do things differently from the accepted

pattern. The latter reason keynotes the success of Cinderella.

For example, immediately upon taking over the business the new owners raised prices in what had been traditionally a cut-price operation. They budgeted 8 percent of their gross for advertising, four times the industry average. They still spend 4 percent, although dollarwise this is far above their original expenditures.

Cinderella put its counter girls on an incentive program, rather than a straight salary. It instituted a sound sales training program for all store help and route salesmen. The results

of the training and incentive programs play a vital part in the success of this business.

Since similar programs can be helpful to all cleaners, E. A. Shoemaker, president of the firm, agreed to divulge its program.

Store Incentives on Collective Basis

Management of Cinderella decided that store sales costs should hold at 10 percent. This is exclusive of rent, light, supplies and other cost factors. The girls in a given store divide up 10 percent of that store's gross sales.

Each outlet operates independently of the others in arriving at the bonus figure. Within each outlet the girls function as a team. The firm presently has seven branches and the main plant call office. Crew sizes vary, but the larger stores are handled by four girls. In every case, pay is straight commission, with no guarantee.

In addition to the regular commission (in lieu of straight salary), the girls are offered special incentives on promotional items. For example, the firm is currently engaged in a box storage drive. Each store's quota is 10 orders a week. If the quota is met, the girls get an extra dollar per box bonus. In case they just meet quota, the girls in that store divide \$10 among them. If they sell only nine, there is no extra commission.

The counter girls are backed up on these promotional drives by television, newspaper and radio advertising, as well as other forms of merchandising. Window streamers, as well as store interior trim, offer sales aids to the girls, too. During the present box storage promotion the girls wear teaser buttons which say, "Ask me about box storage." They are "fined" 50 cents if they are caught without the button while on duty.

The girls are so imbued with the spirit of selling, it is a revelation. One was encountered a few blocks from the plant, on her way home after work. She still had on her pin! Whenever a customer brings in a winter garment for cleaning, she is given the box storage story. Often the girls will hold a box with a few items for the customer for several days. It gives the patron a chance to bring in other winter apparel to get the box full. A visit to a couple of outlets revealed each store had a half dozen or so boxes partially full, awaiting another armload from the housewife.

Selection and Training

Jobs as counter girls for Cinderella Cleaners are considered highly desirable. What few vacancies occur are usually filled by some person recommended by a present employee. Only on rare occasions is it necessary to run a newspaper advertisement.

When an applicant is to be hired, she is first interviewed by the store manager of the main plant. This person, Lillian Ellis, is completely familiar with hiring techniques and understands selling.

Applicants are asked if they prefer straight salary, commission and salary or straight commission. If they indicate a preference for the first two they aren't hired. This organization wants people who want to earn on their abilities. After the initial screening, management further interviews the job seeker. In most cases the de-

cision of the store manager is accepted. She then has the responsibility of training the new girl, and the right to dismiss all counter personnel.

The new employee is a trainee for at least three weeks. Even if a help shortage exists, the new girl is given complete training in the main plant. Girls from the plant call office or other stores will cover the vacancy caused by people who are absent or who have left the company. During the training period the girl is on straight salary.

The first week of employment is devoted to educating the new girl in drycleaning processing of garments. She does actual production work, starting in the marking department, right on through cleaning, spotting, finishing and assembly. While the trainee doesn't do the cleaning or spotting, she does help in classifying and sorting. She learns all the pro-

Continued on page 42



TYPICAL of seven branch offices operated by this successful Virginia cleaner. All work is processed in main plant. Activation is achieved in three stores by shoe repair operation. Plant offers complete drycleaning, laundry and shoe service

Fresh Outlook + Combined Abilities = Success

What is the recipe for a successful plant? Here are the ingredients used at Cinderella Cleaners and Launderers. Mix together one butcher, one petroleum engineer and a canvas goods salesman. Form a corporation and buy a sick cleaning plant doing well under \$1,000 a week. Expose the plant to the butcher's business sense, the engineer's analytical mind and the salesman's merchandising ability.

Within six months, bring it to a boil by adding a shirt unit. For extra zest use 8 percent of volume for advertising. A year later buy an old broken-down laundry. Somewhere along the way throw in shoe repairs for more complete customer service. If allowed to simmer in a good market such as Richmond, Virginia, it can gross close to a half million dollars annually.

That's what happened when E. A. Shoemaker, William

Evitt and Don Gervasoni formed their partnership three and a half years ago. "Shoe" was the canvas goods salesman, Bill the engineer and Don, the butcher. Without prior knowledge of the cleaning business, they didn't know all the things they weren't supposed to do. They were able to see the forest for the trees. Today they have 8 stores and 10 truck routes, all within metropolitan Richmond, and are still growing.

We could devote a whole issue to some of their innovations, such as sales contests, the use of microfilm for their records or employee relations. What they have done with box storage is a story in itself. So much has come in they have had to remove the garment rails in their vaults. But behind it all is a very sound program of sales training and motivation. What they have done for store sales is told in detail in the adjoining story.

"What's in it

"Why should I switch to Sanitone?"

Any dry cleaner eligible to become a Sanitone licensee is not only equipped to maintain quality standards well above average, but he is sure also to possess above-average business ability and dry cleaning "know-how." Otherwise Emery would not have approached him. Moreover, it is likely he is already well established and making money. He owes it to himself, therefore, to demand convincing answers to the questions above before he will even consider any deviation from his present course. Sanitone is well prepared to give him the kind of answers he wants and deserves.

You Sell Yourself... Or There's No Sale

First of all, no well established dry cleaner can afford to abandon a method which has served him well without positive proof that the change is decisively for the better. Sanitone furnishes, free of cost, just such proof—cleaning every garment received in his plant for a full week following the correct Sanitone procedure.

The demonstration is conducted by an engineer qualified as an expert in dry cleaning techniques. His only chance to keep Sanitone permanently in this plant is to do such a superior job that an experienced, and often skeptical, dry cleaner sees sufficient merit to justify the changeover. Literally, the prospect must sell himself on Sanitone or there is no sale. Not until then is he ready to judge the whole Sanitone Program.

Nationally Advertised

For years the only nationally advertised service, Sanitone today is backed by the biggest campaign in all dry cleaning history. Powerful ads appearing regularly in America's best-read magazines give the Sanitone Dry Cleaner a well known name to sell... impart a prestige which adds tremendously to the selling force of his own local advertising.

4-fold Profit Building Program

1. Heart of this program is the Sanitone Process for both petroleum and synthetic systems. Unsurpassed in thoroughness, it costs no more

than any other process—less than the so-called super-charge when used as prescribed. Constant scientific research in one of the world's most modern laboratories gives ample assurance that Sanitone's quality leadership will continue.

2. A specially trained engineer stands ready at all times to furnish any help a licensee may need to get maximum benefits from any phase of the Sanitone program. He is prepared to render expert, practical help during his periodic visits, on quality control, cleaning, finishing, plant layout, advertising or any other problems. He is available also to conduct sales meetings, to help plan market research on which to base better route and store operations.

Next... Sell the Consumer

3. The principal motive of dry cleaners who take on Sanitone is to improve quality. The next step is to sell that better quality to the community. This is no problem to a Sanitone licensee. He has at his command an advertising and sales-building program without parallel in the dry cleaning industry.

Professionally Prepared Local Advertising

4. The best of news travels much too slowly when spread by word of mouth alone. The progressive Sanitone Dry Cleaner can't wait. He hastens success by advertising in newspapers, using direct mail and perhaps radio and/or television. He does so with confidence because for everything he needs to do, an effective, professional-type job of advertising is prepared by one of America's leading advertising agencies.

Every year the Sanitone Dry Cleaner receives two large books of newspaper ad proofs—one for spring and summer, the other for fall and winter. Each contains about 75 ads with enough variation in both size and subject matter to provide an effective, hard-hitting campaign for any budget. There is no charge for these books and mats are free of cost.

Periodically, too, the Sanitone Dry Cleaner receives

for me?" Dry Cleaner Asks...

What further gains can I expect?"

a third free book in which the newspaper ads deal with such specialties as cottons, rugs, blankets, slip covers, skirts, gloves, hats, fur storage, and other specialties of various kinds.

Also included is practical advice on the use of posters, car cards, radio and TV, movie trailers, home show exhibits, classified phone book ads, window and interior displays, publicity, public relations, shirt board and shirt band advertising, even how to make your own direct mail pieces from matbook ads. And if this isn't enough, additional help is available through the Sanitone engineer.

Periodic Special Promotions

The foregoing helps are supplemented each year by six special promotions. Each one consists of a complete kit containing special newspaper ad proofs, radio commercials, button tags and direct mail pieces together with information and suggestions for making the promotion a success.

The Sanitone Dry Cleaner may have all the ad mats and radio commercials he needs free of all cost and may order printed matter at cost.

Each promotion is designed to do a specific job. For example, Number 1, National Tie Cleaning Time, in February and Number 3, Annual Cotton Clinic, for all summer have shown spectacular ability to boost volume substantially at times when serious slumps were formerly the rule. Number 2, Pre-Easter appeal, and Number 6, Pre-Holiday campaign, have proved equally effective for leveling off peaks which otherwise make a nightmare of the periods mentioned. Number 4, National Contest, is based upon a nationally advertised contest offering \$5,000.00 in prizes. Its record for attracting hosts of new customers has been truly sensational. Finally, Number 5, New Customer promotion provides a spurt toward healthy business growth.

Here again, the Sanitone Dry Cleaner is free to call upon his engineer for advice and assistance in public relations, special promotions, employee contests and incentives, publicity, advertising—anything to help insure success!

Research—The Soul of Sanitone

Behind the engineer stand all the resources of the famous Emery Research Laboratory with its brilliant record of innovations and improvements, without parallel in the dry cleaning industry.

Here the Sanitone process, the first charged system patented 25 years ago, originated and here countless improvements have been developed to keep Sanitone always well ahead of the field. Here, too, originates all operating data to be sure every Sanitone engineer knows the theory and practice of Sanitone and here he can always find all the assistance he needs when new problems are encountered. However, the principal function of Sanitone research is to maintain the constant improvement in Sanitone Dry Cleaning which has been an important factor in the success of Sanitone licensees during the past quarter century.

An Asset of Constantly Growing Value

Any Sanitone Dry Cleaner who takes full advantage of all the values outlined above is not only sure of profits well above industry average, but is also assured continuing growth in stature as a leader in his community. Nevertheless, the entire cost for Sanitone, including the complete program, averages less than 2¢ per garment cleaned...less than the usual average for bags and hangers! Isn't this definitely worth a closer look? Write today to SANITONE, 4200 Carew Tower, Cincinnati 2, Ohio, for information on the only complete program offered to a dry cleaner.



SANITONE
4200 Carew Tower
Cincinnati 2, Ohio

- ☐ Send me more information about Sanitone
☐ Have your engineer stop by

Signed.....

Address.....

City.....State.....



EXTERIOR VIEW of branch office shows eye-catching storage promotion. Good merchandising plus training of salespeople has increased drycleaning volume five times over in 3½ years

Continued from page 39
cedures used in those departments. All her time is devoted to process, absorbing product knowledge. No attempt is made to teach her selling at this point. She does learn scheduling, pricing and other points that will stand her in good stead when she becomes a saleslady.

All of the second week is spent in the laundry department. Here the trainee doesn't do any work, but merely observes the several steps of the operation. It would slow production of shirts, for example, to break up a crew while the novice attempted to finish them. She does become familiar with every phase of laundry processing, the amount of expensive equipment required and the care given customers' apparel.

Finally, in the third week, the trainee learns selling. She is carefully coached by the main plant store manager. She helps the counter personnel

index and list orders. She listens to the other girls as they wait upon customers. She learns the various services the firm offers, such as shoe repair, complete laundering and drycleaning. She becomes aware of the importance of suggestive selling, such as waterproofing on rainwear, mothproofing of blankets, and box storage.

Toward the end of the week the trainee begins to wait upon customers herself. At this time she is given a quiz by Mr. Shoemaker. He has a list of questions typical of those asked by the average patron. These involve service, prices, store hours, and dozens of other things that people may ask. On those which she misses, she is given the correct answers and told to study them. Another quiz is given later to make certain the girls completely understand *what* they are selling, and *how* to sell it.

Tape Recorder Is Selling Tool

The owners of Cinderella Cleaners are great believers in the use of tape recorders. They use the device, not as a one-shot gimmick, but a continuing sales tool. On the counter at the main plant are two microphones which are generally a part of an intercom system. Near the end of the trainee's time at the main plant counter, this mike is hooked up to the tape recorder.

Unknown to the trainee, her discussions with customers are picked up. Later that day she is invited back to the office of Mr. Shoemaker and told about the tape. It is played back to show her how she sounded to the customer. The good points of her presentation are told to her, as well as those on which she needs further training.

Before the new girl is transferred to her own store, another tape is made

to show her where she has made improvement or needs still further help. The normal training period takes three weeks. If the girl isn't completely ready, this may be extended for a longer period until she can stand on her own two feet. Mr. Shoemaker says, "The girl can make amends to the manager when she makes mistakes during training, but once you make them to the customers in your own stores, you are stupid forevermore in the eyes of the customers." The girls are given every opportunity to be fully armed before they meet the public on their own.

The tape recorder is used extensively whenever new promotional campaigns are launched. Weeks before a campaign is started on TV, radio and newspapers, every salesperson is given the selling talk that goes with that particular promotion. They get to hear how it might sound to the customer. Management will ask them questions typical of those the housewives may raise about that special promotion. Their answers are played back. This applies to the older salespeople as well as the trainees. Meetings are held regularly every Wednesday, except during peak seasons when the problem is to get the work out, not to bring it in.

Cinderella Cleaners realizes that personal selling must back up even the most elaborate advertising campaign. Not only the route salesmen and counter girls are properly trained in selling. The switchboard operator at the main plant comes in for her share of this, too. So that she will be completely familiar with selling techniques, the attitude of the public and plant conditions, she spends an hour and a half a day at the main plant's counter, waiting on trade.

Management here wants all its salespeople to have all the help it can give them. The better equipped are these people, the better the chances for extra sales. These sales figures are not closely guarded secrets from the salespeople. As a matter of fact, the girls themselves make up the volume report sheets.

It was mentioned earlier that these counter selling jobs are highly desirable. At the time of this writing, there was one trainee who had been on the payroll several months awaiting an opening in one of the stores. During the interim, she was working in the cleaning plant and filling in for absent counter help when need arises.

The several-week training period, the meetings, use of the tape recorder may seem like a considerable expense. Actually, the time and money involved are a sound investment. The results prove it. # #

Inspired leadership injects enthusiasm and team spirit at Cinderella Cleaners. Here is a plant that has *tempo*, an indefinable something that one feels as he enters. The sharp "hiss-hiss" of the presses, hum of the washwheels, the quick movements of the employees make one feel that here is a dynamic plant, going places.

Management and employees alike are completely engrossed in the plant and its success. During our interview, company president E. A. Shoemaker commented to one of the counter girls, "This is the busiest morning we've ever had!" and she agreed. Nothing unusual about that, except it was nearly six o'clock at night! No one watching the clock in this plant.

Now.....



**BOSOM AND
BODY PRESS**
MODEL 4040-PC

A high-power Prosperity PC Press, similar to the bosom and body press of the famous Prosperity Standard Shirt Unit. Finishes the bosom and back in three lays . . . a beautiful lustrous finish that can only be attained by the combination of steam and air-power pressure.

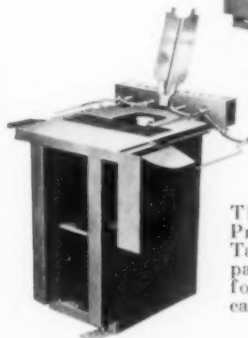
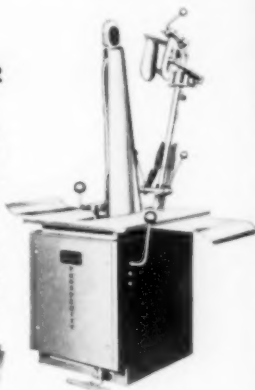


**COMBINATION
YOKE-COLLAR-CUFF PRESS**
MODEL 1236-PC

Yoke and one cuff finished on first lay, collar and other cuff finished on second lay. This high-power Prosperity press forms and thoroughly dries the fused plies of collars and forms the cuffs and yokes . . . with a beautiful lustrous finish . . . and faster because of Prosperity power and pressure.

SLEEVE FINISHER
MODEL 123-SF

Heated metal form, metal expander blade and internal forced air drying. Cloth covered friction plates pull down sleeve and expose the shoulder seam for proper drying and finishing of this multi-ply part.



**FOLDING
TABLE**
MODEL FT-22

The new all metal Prosperity Folding Table is mechanized in part to make proper folding faster and easier.

COPYRIGHT 1956, The PROSPERITY COMPANY, Inc.

PROSPERITY POWER and QUALITY

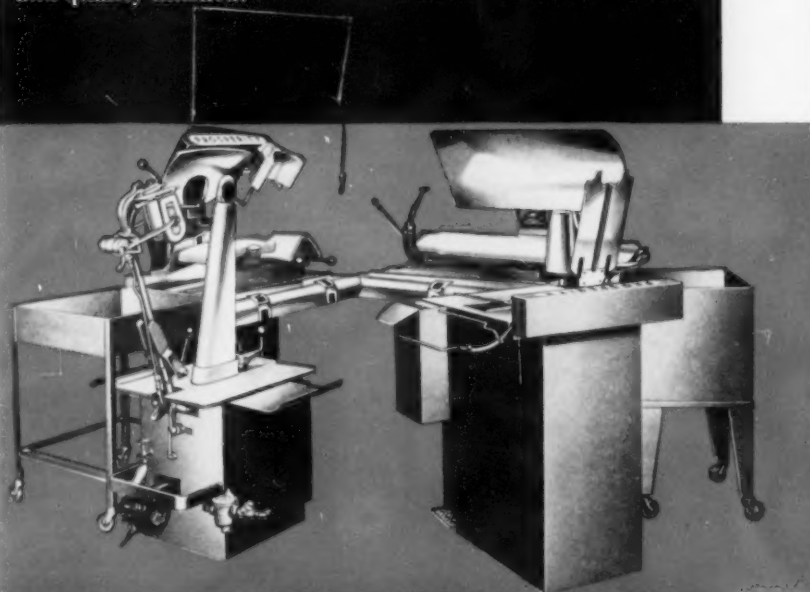
FOR FASTER, FINER FINISHING
BUILT INTO THE

NEW

Prosperity

ONE-GIRL SHIRT UNIT

Prosperity offers the utmost in a one-operator shirt finishing unit. The bosom and body can be finished with the speed and quality attainable on the Prosperity Standard Shirt Unit. The yoke, collar and cuffs are finished on another special high-pressure machine with the built-in power of standard PC presses. The sleever efficiently finishes the complete sleeve, including the shoulder seam. Folding is semi-mechanical to make proper folding easy, even with inexperienced help. Production can only be as fast as the machines in the unit and tests prove that the capacity of Prosperity's One-Girl Shirt Unit is from 30 to 35 shirts per hour . . . properly dried and quality finished.



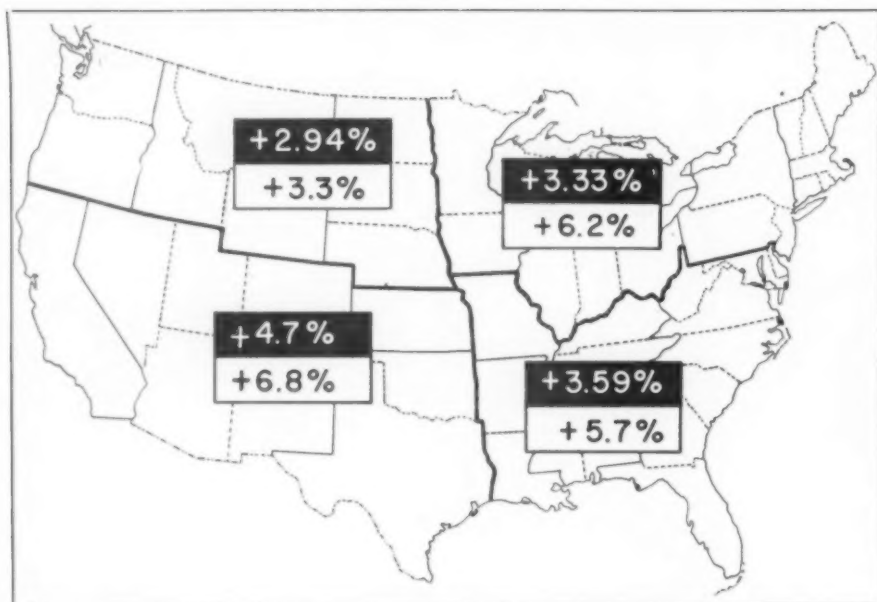
Registered Trade Mark of
THE PROSPERITY COMPANY, Inc.
PROSPERITY

The PROSPERITY
AUTOMATIC PRECISION PRODUCTION TOOLS for LAUNDRIES
EXTENSIVE CLEANING PLANTS and GARMENT MANUFACTURERS
Company Inc.

Main Office and Factory, SYRACUSE 1, N. Y.

Sales, Service and Parts in Principal Cities





ALL FOUR SECTIONS of the country show moderate gains for first half of 1956. Some localized conditions have affected volume, as in farm areas of Iowa and Dust Bowl region. Recent upswing after late spring shows over-all average increase of 3.64 percent, nearly on 3.5 percent target predicted by Peter B. B. Andrews forecast published in December

Plant Surveys Bear Out Drycleaning Sales Forecast

*Cleaners generally report upswing
in sales curve over 1955 volume*

LAST DECEMBER The NATIONAL CLEANER & DYER published a business forecast prepared especially for the industry by Peter B. B. Andrews, noted economist. At that time he predicted a record-breaking volume for cleaners in 1956. He estimated sales would increase 3.5 percent over last year.

The report further indicated that equipment sales would increase since half of all drycleaning equipment needed replacement.

After the year was six months along, we conducted a sample poll of cleaners to see how sales actually have been. Were Mr. Andrews' estimates high or low?

To give us the answers we selected representative plants all over the country. Their known volume ranged from \$35,000 a year to over \$500,000

in sales. The majority of the plants selected fell in the more moderate volume category to get a truer picture.

Nearly 35 percent of all plants contacted have responded as this goes to press. That's a remarkably high figure for any survey, particularly when detailed information is requested. Cleaners in 32 states have revealed their volume trends, equipment purchases and expansion plans.

Over 67 percent of cleaners reporting report increases ranging from 1 to 22 percent. The balance of nearly 23 percent have experienced declines in the first six months ranging from .002 to 20 percent. The average of all figures reported indicates these cleaners collectively have had an increase of 3.64 percent over-all.

Some areas have been hard hit economically, such as rural Iowa and

the Dust Bowl. Also, February and March sales were not up to expectations even where substantial increases were reported for the first six months. In those areas a good January, plus accelerated sales in late April, May and June have turned the tide.

Reporting plants appear optimistic for the balance of the year. This is probably due to the recent wave of good business they are experiencing. They expect to gain an average of 5½ percent for the last six months of this year over the same period in 1955.

Equipment purchases appeared substantial among the reporting plants. In the interest of simplifying the questionnaire we listed the standard items for checking. A space was left to indicate miscellaneous equipment by name.

Here is how purchases ran so far in 1956, among the plants who did the buying:

Equipment purchased	Percentage buying
Synthetic cleaning machines	12.9
Petroleum cleaning machines	9.67
Petroleum drying tumblers	16.12
Synthetic reclaiming tumblers	9.67
Spotting boards	22.58
Air-driven utility presses	32.25
Foot-operated utility presses	16.12
Offset silk presses	19.35
Steam-air finishers	35.48
Solvent coolers	12.9
Boilers	12.9
Air compressors	16.12
Shirt finishing presses	25.8

Miscellaneous purchases included trucks, storage vaults, shirt washing

NATIONAL CLEANER & DYER

When
you
think
of
DRY
CLEANING
EQUIPMENT

think of HUEBSCH

Through the years, Huebsch equipment has faithfully served America's dry cleaning industry—and helped it achieve its present high standard of excellence.

Take, for example, the famous Huebsch open-end drying tumbler shown here. You see it everywhere—one, two or three of them in a plant—and, quite often, batteries of fifty or more.

That's because dry cleaners have learned to trust Huebsch equipment. And today, with competition keener—and customers fussier—it will pay you, too, to always remember: *when you think of dry cleaning equipment, think of Huebsch!*

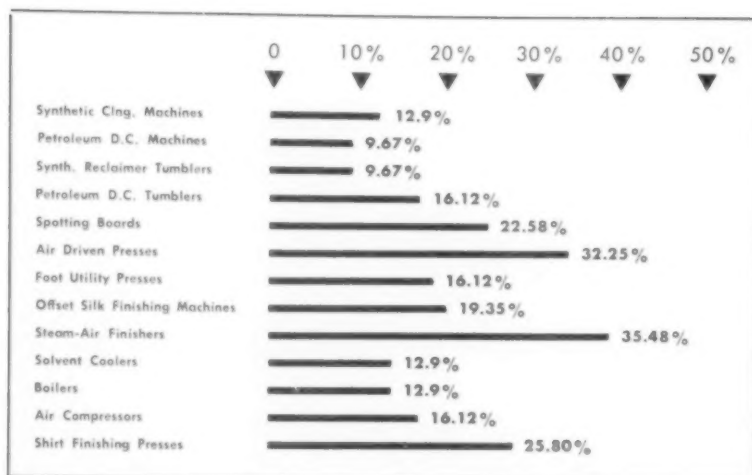


Dry cleaning tumbler
available in four sizes:
36"x18" • 36"x24"
36"x30" • 42"x42"



HUEBSCH
MANUFACTURING COMPANY

3775 N. Holton Street
Milwaukee 1, Wisconsin

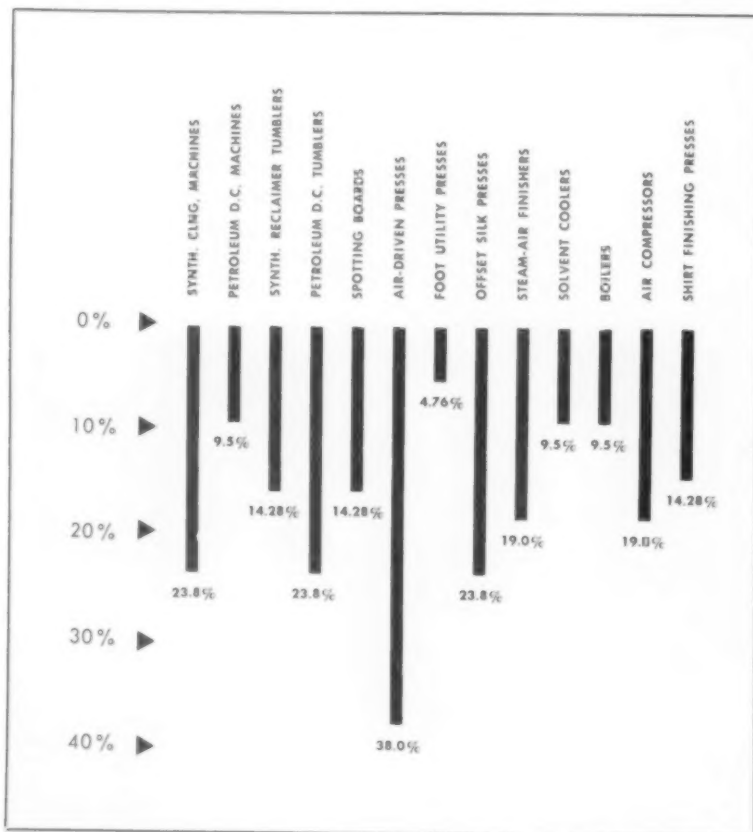


OF ALL PLANTS RESPONDING to NATIONAL CLEANER & DYER survey, 61.6 percent bought some equipment during past year. Above graph shows how these buying plants made their purchases. Air-driven presses, steam-air finishers and shirt equipment led. Miscellaneous purchases included trucks, air vacuum machines, puff irons, rug cleaning equipment, among other items

machines, cooling equipment, puff irons, air vacuum units, air-conditioning equipment, pillow cleaning machines and tie presses. One plant also reported purchase of on-location rug

cleaning equipment. Hot-water heaters were also purchased.

Of all the reporting plants, 44.6 percent indicated they expected to buy equipment during the last half of 1956.



HIGH PERCENTAGE of plants plan additional purchases during second half of 1956. Nearly 45 percent of plants in reader poll expect to buy before 1957. Above graph shows how they intend to expend money for new machinery. Not shown but reported were intentions to install storage vaults, trucks, water softeners

Many Purchases Planned

The plants were asked to indicate what equipment they planned to purchase for the balance of the year. All items shown in the list on page 44 are in for their share of sales, with a few dominating the field. Better than 23 percent of the plants propose to buy synthetic cleaning machines and a like quantity of reclaiming tumblers before year end, and 38 percent expect to buy air-driven presses. Some 14 percent expect to purchase shirt finishing machines.

Miscellaneous equipment purchases among the reporting plants will include water softeners, trucks, storage vaults and air vacuums.

Summarized, we find that nearly 62 percent of the plants have already made purchases this year and about 45 percent expect to replace or add equipment before the end of the year.

A little less than 5 percent of the plants have added self-operating feeder plants. A similar percentage expects to expand in this manner before 1957. Almost half of the plants reporting have added call offices, or will this year.

Significantly, just under 20 percent of those polled have added to their route sales setup. Increasing awareness of the importance of route operations appears to be a current trend in the industry.

Other trends are the accelerated acceptance of air-driven presses and continued growth of synthetic equipment sales. Some 5 percent of the plants told us that they have switched from petroleum to perk cleaning. A similar number expect to make this switch. One plant reported the reverse, is converting to petroleum cleaning equipment.

Changes Bring Business

An interesting fact bobbed up in a study of the reports. The greatest volume increases occurred among the cleaners who had made equipment changes or increased their distribution setup. A good number of those plants that have remained static regarding equipment or outlets reported little volume change or, more generally, significant decreases. It bears out the old adage that business never stands still. It either goes forward or slips back. If you are doing everything exactly the same as it was done a year ago, you are going backwards.

By and large, the cleaners are operating progressively. They provide sufficient impetus to overcome the inertia of the small percentage. It would appear that the industry will live up to the predictions of Mr. Andrews and realize its best year. # #

INSURE BOTH
VOLUME AND
PROFITS WITH
STOD-SOL,
DEOD. 125 and
APCO 140-F!

When you can produce top quality workmanship with speed and efficiency, steady volume from satisfied customers is the natural result. APCO solvents give such performance consistently. Ask your Stod-Sol distributor about them . . . and about the valuable "Test-Bundle" service available without cost to those who use them.



PRODUCERS



REFINERS

Anderson-Prichard Oil Corporation

OKLAHOMA CITY, OKLA.

BRANCH OFFICES IN ALL PRINCIPAL CITIES



THIS PLANT EMPLOYEE is typical of average marker who can learn to judge fabrics. She can talk to customers in management's absence. High enough prices eliminate most unserviceable items and allow sufficient volume of profitable work

There's profit in

GOOD DYEWOR

Plantowner believes today's cleaners lack
a realistic approach to garment redyeing

By WILLIAM R. PALMER

WHENEVER DYEWOR LAGS a little at Eagle Dry Cleaners in Nashville, Tennessee, Bailey Franklin buys a \$90 spot commercial on the TV wrestling program. Two such commercials, at most, will rebuild his dyework backlog. TV wrestling isn't that good for spot commercials! What makes them work is Eagle's reputation in the Nashville area for quality dyework. The slightest reminder stirs the public to action.

Bailey Franklin started his working career in the dyehouse. His present dyeman was trained by him and has been with him for years. Garment redyeing presents few serious problems to this pair, although Bailey now spends all his time running a fast-growing drycleaning and laundry business.

While this plant does its own work, the average cleaner can build up a

profitable sideline without any dyeing equipment. There are many reputable firms throughout the country who specialize in this work for other cleaners.

Eagle Dry Cleaners itself did a considerable volume on a wholesale basis at one time. This it has been steadily reducing because of its cleaning and laundry business. Mr. Franklin insists there is still plenty of *good* retail dyework to be had in any locality. He stresses the word "good." He refers to garment redyeing in the sense that it encompasses households, rugs and draperies as well as wearing apparel.

Even when plants send their work out for dyeing, there is still a sufficient amount of profit to make it worth while. Price is the main factor controlling the quality of garments coming into the plant for redyeing. [Perhaps the word "recoloring" would create

more customer demand.—Ed.] Eagle Drycleaners has a \$5 minimum for a plain dress. This automatically eliminates most of the unserviceable items that give the average dyehouse the majority of its headaches and customer dissatisfaction. Whenever the impractical items start showing up in any quantity Bailey raises his price. In the past decade prices have risen from \$3 to \$5.

Of the garments that come in at his price "about 5 percent" is the most that ever has to be returned to customers untouched, as impossible to dye satisfactorily. Another 5 to 8 percent require discussion with customers, which is economically practical at a good price. These garments have to be dyed black, or being a mixture of synthetic fibers they may have a "salt and pepper" look, or they may not finish so well after dyeing.

Forewarning Satisfies Customer

The first axiom for not disappointing a customer is to make the truth entirely clear in the very beginning. But usually a customer is not happy with the garment as it is and will insist it be dyed, anyhow, at her own risk. Because the company has not minimized probable imperfections in results, the actual quality achieved is likely to be highly acceptable to the customer.

From his own experience with wholesale accounts in the past, Bailey Franklin believes too many drycleaners become dissatisfied with dyework because they expect miracles. They may have damaged the garments in their own plants and expect dyehouses to get them out of jams with their customers. He further feels that the cleaners have only themselves to blame for quoting low prices that bring in the hard-to-do items. These items dye so badly that the customers scream loud enough to scare off all the good garments that might otherwise be brought in.

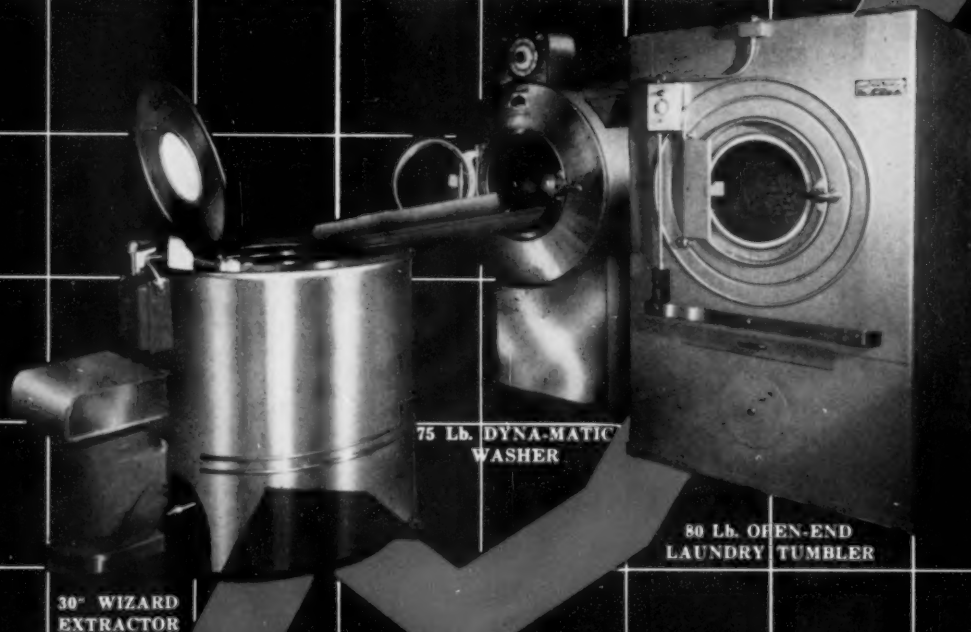
There's plenty of good dyework to be had, if the cleaner goes after it in the right way! # #

Recoloring can easily become your most profitable sideline. In subsequent issues you will be given helpful information to help you identify serviceable and unserviceable garments. You will also read about dyeing procedures, the skills and equipment required in professional, quality dyehouses.

If you are seeking a source for your dyework, refer to the "Dyeing" listing in our annual Guidebook Issue.

Watch your Profits *SOAR*

with... **HAMMOND'S**



30" WIZARD
EXTRACTOR

75 Lb. DYNA-MATIC
WASHER

80 Lb. OPEN-END
LAUNDRY TUMBLER

BIG 3

With the terrific percentage increase of labor, supplies, and operating costs to an all time high, the modern plant operator looks to quality, high-speed automatic equipment for his profit. The Hammond "Big 3" delivers tremendous production, speed . . . and precision automatic controls

that require less labor and time: Rugged stainless steel construction, oversize, open-end glass ports and uniform capacities deliver an amazing profit making combination. See your nearest Hammond dealer or write direct to the factory for more immediate information.

HAMMOND

LAUNDRY - CLEANING
MACHINERY COMPANY

HAMMOND BUILDING WACO, TEXAS

Please send all available information about
HAMMOND AUTOMATIC LAUNDRY EQUIPMENT
NAME _____

FIRM _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



Left: DRIVER DOES ALL WORK, can handle 100 to 125 pillows in eight-hour day because of three-minute process for 95 percent sterilization. Machine uses ultraviolet rays. Right: TRUCK INTERIOR shows finished pillows in new ticking, wrapped in cellophane. Sewing machine



is visible on top of shelf at left. Large drum holds old ticking, cardboard boxes and small barrels contain new feathers. Scales on top of shelf near front of truck are used to determine proper size of pillow being rebuilt

Law Stops Truck But Not Pillow Sales

Mobile unit designed for at-the-door renovation hits snag in state ruling

By LOU BELLEW

AT-THE-DOOR pillow renovation service for hospitals and institutions in the Pasadena, California, area, was a good idea. But Conrad Green found his method ran afoul of state law.

With full approval of the state inspectors Mr. Green, owner of Poppy Cleaners in Pasadena, converted a standard walk-in-type delivery truck into a mobile pillow-renovating plant, with equipment to perform a complete pillow service.

The mobile unit, equipped with ultraviolet-ray equipment for 95 percent sterilization of pillows, was an immediate hit with the doctors and staffs of the local hospitals. Many large accounts were lined up in the first three months of operation, because of the fast 3-minute-per-pillow cycle and the fact the pillows never had to leave the institution premises.

Then the blow fell. The small print



REVAMPED old walk-in truck, repainted and lettered to stress a needed service, contains all the equipment necessary to perform all pillow services on the spot. Truck is white, blue-lettered

of the law was brought to Mr. Green's attention. The equipment was perfectly legal for all pillows, except "no institutions, such as hospitals!"

In California the only accepted

method for the sterilization of hospital equipment is by steam. However, according to state law, it is perfectly legal for the hospital to lease this mobile pillow renovator from Mr. Green,

DRY

dry cleaning!

Super C
METHOD

- - no moisture needed

- - no moisture used!

- • • Run blacks, whites and colors—hard and soft finishes—all together.
- • • You use no moisture whatever so you get no felting of soft wools—no shrinkage—no out-of-shape garments to explain.
- • • You extract at higher speeds so you save more of your solvent—and still you get no moisture-set extraction wrinkles.
- • • Pressing goes faster because you have no deep-set wrinkles, shrunken linings and disturbed sizings to fight.
- • • Super C pops spots up to the surface where they're easy to see—leaves no rings or soil spread.
- • • Use moisture-free Super C and you speed work, save labor costs, increase your volume and you get better cleaning than you've ever seen from a moisture soap. ORDER Super C from your Jobber now.

Here's how easy it is to use SUPER C...

First, determine how many gallons of solvent are in your system. Make sure that your solvent is in good condition—low in fatty acids and as water-white as possible. Add enough Super C to make a 2% charge. We show you how to maintain water - white 2% Super C charge with inexpensive treatments.

That's all there is to it...and you've eliminated most of the customer complaints that are caused by moisture systems.



a product of **CALED PRODUCTS CO., INC.**
BRENTWOOD, MARYLAND

if an employee of the hospital operates it for this purpose. The idea of the hospital employee operating the equipment has not caught on with hospital authorities, presumably because of the red tape involved.

Unit Not a Loss

According to Mr. Green, the affair was quite a disappointment since it was quickly evident he could have had enough hospital business to keep half a dozen such units busy on a full-time schedule.

However, the expenditure of just

short of \$3,000 for the revamped truck and all the equipment is not lost. The mobile unit occupies a place of honor on the lot behind the plant and is used to process pillows brought in off the routes.

Three California licenses are needed for the operation of such a mobile unit as this: a renovation license, a sterilization license, and a manufacturing license. The sterilization license Mr. Green was unable to get because the unit didn't use steam for sterilization. But he does have the renovation license and the manufacturing license. The latter allows him a very profitable

sideline in pillows from another angle.

Located as he is, near pillow manufacturing plants, Mr. Green can buy brand-new pillows and sell them at a goodly profit. Or he can buy new sterilized feathers, put them in new ticking and sell them as new pillows, thanks to his manufacturer's license. For his customers he can completely renovate their pillows, even match the feathers in them and add enough to build them back to their original size and "feel"—a welcome extra service to the housewife who often attaches a good deal of sentiment to her "hand-ed down" pillows.

Old Fashioned Marking Tags
are just as outdated in
a modern laundry plant
as the **OLD GALVANIZED**
SCRUB BOARD!



Today, you need **PRE-MARKED STRIP-TAGS**
to multiply your profits by
cutting marking & checking costs to **50%**

SAY "GOODBYE" TO:

- Transposed Numbers
- Ink - Stains - Damage
- Garment Loss Claims
- Illegible Numbers
- Eye - Strain
- Messy Pads & Machines

10-BRIGHT COLORS!
Lot (unit) Numbers
1 to 40 in each color.

400 COLOR-NUMBER COMBINATIONS-

\$3.50 BOX (COLORS) \$3.30 BOX (WHITE)
1000 strips to the box -
6 tags to the strip
(numbered 001 to 1,000)

Also remember **TOKEN-TAGS**
FOR SPECIAL INSTRUCTIONS

6 VIVID COLORS one for each department

20-separate instructions

Let Token-Tags do it right, the first time.

PRE-MARKED STRIP-TAG CO.
3232 INDIA ST., P.O. BOX 2430
SAN DIEGO, CALIFORNIA

*For Best Results-
use both tags
together!*

Consult your distributor or write us direct!

Effective Door Opener

The Poppy Cleaners routemen carry a cute little 8-by-10-inch miniature pillow in soliciting this business and are finding it a perfect door opener. It also leads to a lot more household business.

The idea of the mobile unit has been sidetracked for the time being until the state laws are changed a bit to enable another crack at the lucrative hospital business. But the unit is still paying its way as a place to process the growing pillow business from the housewives.

Just be sure, says Mr. Green, to check your state laws before you build up one of these mobile pillow-renovating units. It's a real money maker . . . if the law allows you to use it in your state. # #



If you HAD a cold . . . Your Pillow Still DOES!



HERE'S WHAT WE DO WITH YOUR OLD PILLOW!

1. REMOVE FEATHERS from and dispose of old tick.
2. Brush feathers, remove all foreign particles from the feathers.
3. NEW ULTRA VIOLET RAY treatment on feathers, making them 95% BACTERIA FREE.
4. REMOVE all ODOR from feathers.
5. Blow feathers into NEW TICK.
6. Add extra feathers if they are needed to restore to original fullness in NEW TICK.

NEW ULTRA VIOLET RAY PROCESS
Cleans - Fluffs - Deodorizes

FLYER used to advertise pillow service (here shown reduced in size), lettered in red, catches eye, gives detailed description of process. Space at lower right is for firm name

NATIONAL CLEANER & DYER

NOW...STEAM-AIR FINISHING FOR PANTS TOPS

OUTDATES ANY OTHER METHOD

YOU CAN ACTUALLY
SEE IT MAKE MONEY
FOR YOUR PLANT

ANOTHER
AUTOMATION UNIT
BY EXCELSIOR

E

THE COMPLETELY NEW, ADVANCED EXCELSIOR



Topmaster

patented

DUAL PANTS TOPPER

IN ONE SWIFT OPERATION
ANYONE CAN BEAUTIFULLY
FINISH PANTS TOPS AT
THE RATE OF 120 per HOUR!

Seeing is believing! The Excelsior Topmaster eliminates the slow topping labor that bogs down pants production. Now, in a swift operation, anyone can perfectly finish pants tops from *pleats to crotch* with quality that takes years to develop in an operator. The Topmaster insures thorough finishing everytime yet boosts the production rate to 120 tops per hour.

The Dual Topmaster gives you the security of perfect finishing always, prepares for and speeds leg pressing and opens up a completely new low-cost, high speed pants finishing system.

Used as a feeder to leg pressers, the Topmaster's amazing hourly rate fully utilizes "floating" personnel because it takes only minutes to get thoroughly acquainted with its simple operation.

Yes, the Topmaster is so easy to know and use — you can order from this page. Try it — Excelsior guarantees it!

AVAILABLE IN
TWO MODELS

MODEL A-6
For Utility Press
MODEL A-7
For Single Lay
Pant Leg Press



BOOSTS YOUR PROFIT OVERNIGHT AND COSTS LESS TO INCREASE YOUR QUALITY!

Your Jobber has just received full information. Phone him now!



EXCELSIOR ENTERPRISES, INC. • 1452 RANDOLPH STREET, DETROIT 26, MICH.

**OLD METHOD PLANTS
CAN'T COMPETE
WITH THE DRY CLEANER
WHO USES
THE EXCELSIOR**

Topmaster

- The Topmaster insures the finishing quality — not the operator
- The Topmaster boosts production to 120 Pants Tops per hour
- The Topmaster is easy to operate — by anyone
- The Topmaster eliminates "shine" and "impressions"
- The Topmaster presses pleats perfectly straight — nylon bags conform to exact trouser size and shape; gets at hard-to-reach places
- The Topmaster pre-steam, breaks static, speeds leg pressing
- The Topmaster single steam and air controls operate both sides
- The Topmaster sets up in waste space in minutes. Easy to install
- The Topmaster is sturdily built — features swivel-mounted pleat clamps; foam rubber pads.

SO SIMPLE — ANYONE CAN OPERATE

Topmaster



(1) Slip Up Pants
... Steam



(2) Adjust Pleat
Clamps ... Steam



(3) Turn Operating Handles
... Steam-Air Finish

**AUTOMATIC OPERATIONS ARE MORE PROFITABLE!
FOR THE FASTEST, MOST ACCURATE CUSTOMER CALL SERVICE**

EXCELSIOR RINN CALLVEYOR*

It's **NOISELESS** It's **AUTOMATIC**
and can grow with your volume!

- **HEAVY LIFETIME FABRIC BELT** No Noise -- No Lubrication -- No oil mess
- **LIGHTWEIGHT yet RUGGED** Stress engineered to permit heavier loads
- **EASIEST LOADING & UNLOADING** No crushing of garments at turns
- **REVERSIBLE FOOT SWITCHES** Can be operated from either end
- **ADD MORE HOOKS ANYTIME** As volume grows, bolt-in extra side sections as needed



ASK YOUR JOBBER OR WRITE DIRECT

*Trademark Registered U.S. Pat. Off.

EXCELSIOR ENTERPRISES, INC.
1452 RANDOLPH STREET
DETROIT 26, MICHIGAN

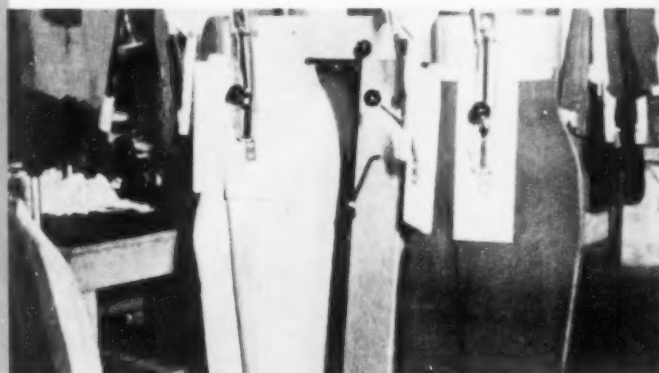
GENTLEMEN: I am interested in Topmaster for my Plant.
Please send full information and prices.

Name _____
Name of Firm _____
Address _____
City _____ Zone _____ State _____
My Jobber is _____

NOTE: Until new manufacturing facilities are completed, Topmaster units will be in limited production. Your Excelsior Distributor will assist you with a scheduled delivery. Ask him for details.



Anyone can turn out higher quality tops at amazing speed.
The skill is in the unit.



Two at a time feeder operation shoots pants production
up — cuts down leg presser's time.
Actual Floor Space only 36" x 36"

EXCELSIOR ENTERPRISES, INC. • 1452 RANDOLPH STREET, DETROIT 26, MICH.



Photographs courtesy William Skinner & Sons

FROM CASUAL CLOTHES to most formal wear, silk holds prominent position in high styling. This exquisite wedding gown is made of silk taffeta, a "hard" silk. Finishing techniques for different silk fabrics are explained in detail in this article

PART IV

How To Identify, Clean, Spot and Finish Silks

By LAURA PORTERFIELD and CORT ANTONSON

SILKS have been with us a long time, particularly in the ladies' finishing department. Now this fiber is being used extensively in men's wear. Not only is it appearing in pure silk garments, but in blends with wool, cotton and Dacron.

As we all know, silk comes from the cocoon of the silkworm, which is raised in mulberry trees. The main source is Japan. World War II and boycotts against that country restricted its use in our country until the last year or two. But once again it is

regaining its popularity. And well it might, because for centuries silk has been associated with luxury garments, fit for kings and queens.

Today most silk is cultivated, specially raised. There is also "wild" silk from which shantung and pongee fabrics are made. The yarn used in shantung results from two silk cocoons that have grown closely together. This produces a twisted and rough yarn, which makes a heavy fabric with a rough surface. Shantung has the crispness of taffeta because the natural

gum on the fiber isn't removed after weaving.

Most shantungs look alike in that they have a plain weave with the rough yarn running in the filling or crosswise direction. It is also possible to introduce designs into the plain-weave shantungs, and these are gaining in popularity. Pongee, the other product of wild silk, is always produced in a natural color.

From cultivated silk many weaves and materials are made. Among them are crepe, satin, georgette, mousseline de soie, organza, chiffon and paper taffeta. Silk is an extremely strong fiber; it can be stretched as much as 20 percent and still regain its original size.

A less important factor today is weighted silk. Metals are impregnated in the fiber to give it body and hand. Competitive prices of man-made materials plus consumer dissatisfaction with weighted silks have practically eliminated them from the market. One of the many drawbacks of this fabric is that it breaks down easily in the presence of moisture, perspiration, light or any acid.

Many synthetics can be reproduced to give the appearance of silk, as can cotton. If the question involves finishing it is well to keep the equipment at temperatures compatible to synthetic finishing. When it comes to cleaning or spotting, that is another matter. Then the only sure test is the reliable burn test.

Burn Test for Silks

Since pure silk is the most generally seen, watch for these reactions:

1. It burns rapidly with a small flame—does not smolder.
2. Ash is shiny black—pulverizes readily.

3. Odor is that of burning feathers.

Wild silk has the same reactions as pure silk. The only difference to watch for is that it will not bleach white. Weighted silk, although seldom encountered, may occasionally appear in your plant. It has these characteristics in a burn test:

1. Burns slowly—goes out as soon as flame is removed.
2. Ash glows like a hot wire when held in the flame.
3. Odor is that of burning feathers.

Silk velvets are a very popular item today. Once these velvets were made entirely of silk but today the backing used is cotton, much less expensive. To test, separate the pile from the backing weave. The burn test will

Continued on page 58

contaminated charged solvent

means

mediocre

**NOT MAXIMUM
CLEANING RESULTS!**

Can you keep your solvent water-white?

Can you keep your solvent free of fatty acids,
color and all impurities by the use of sweetener
powders and activated carbon?—by this method
assuring maximum cleaning results always and at
the same time not lose any of your costly charge soap?

If you can't do this with your present charge soap
you're neither doing justice to yourself nor your
customers for the amount of money you are spending!

Adco

, INC., SEDALIA, MISSOURI, U. S. A.



WATER - WHITE

Triple-X Dri-Sheen

Top quality cleaning is impossible without full control of contamination in your solvent! For proof that by using Triple-X Dri-Sheen in conjunction with sweetener powders and activated carbon you can control the color and contamination of your solvent with no loss of soap, write, wire or call collect to Adco, Inc., Sedalia, Missouri... one of our 56 trained technicians will demonstrate wonderful Triple-X Dri-Sheen in your plant at no cost to you!

*clip and
mail this
coupon!*

Adco, INC., SEDALIA, MISSOURI
Please Send Me _____ gallons of XXX Dri-Sheen
freight prepaid.
NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____
Adco pays freight on 10 gallons or more
10 gal. . . \$4.05 per gal. 30 gal. . . \$3.90 per gal. 55 gal. . . \$3.85 per gal.
Fully Guaranteed or Returnable to Adco

Manufacturing
chemists since 1908

Continued from page 55
reveal the true content of the material. A better quality velvet will have a "W" pile rather than a single "V" pile. The single pile will easily blow out when pressure from the steam gun is applied to it.

Cleaning and Spotting Silks

The soft hand, the elastic feel of silk as well as its fine dyeing ability and draping qualities demand that it be respected as a fine fiber. This, despite the miracles of synthetic materials. Like quality wool, pure silk fabrics are a joy to dryclean.

Silk fiber is elastic and spongy. It releases soil readily. Because of its strength it can stand a full cleaning cycle in the machine. Prespotting agents, such as paint and grease removers, can be used without concern. The only point to watch for when spotting silks is that the dyes bleed on the alkaline side.

Because of this, care must be used when spotting with alkalis such as ammonia. The difficulty increases if a steam gun is used with such agents. Many silk garments will have a white filler yarn and a colored warp yarn. Bleeding of dyestuff induced by alkalis will cause discoloration. This type of claim occurs all too frequently.

Acid spotting agents, such as general formula, do not give any concern

from a bleeding standpoint. But here it must be remembered to rinse the fabric free of the acids. Their presence over a period of time will cause deterioration of the fiber. Acid build-up will greatly affect the tensile strength, as is often found in curtains that are sent in for cleaning. Sheer silks, or those that have obviously aged, should be handled with considerable care.

Silk itself presents few problems. It is what is *added* to the fiber—for drape or hand—that does make for trouble. Once metallic salt was used for this purpose. Today sizings and resins take its place. Such heavy sizings may dissolve out in cleaning or spotting, producing an undesirable limpness or sizing rings.

Careful feathering is required; spotted areas dried quickly to prevent rings. Dry sizing is just as essential to silks as the cleaning operation itself. It isn't an extra; it's a *must* in most cases.

Mentioned earlier was the fact that silk may be blended with wool, cotton and other fibers. When mixed with cotton or acetate it beautifies these fabrics. But it can produce headaches for cleaners. As a filler yarn, sheer silk fibers are exposed to acids from perspiration, which deteriorates them. Sometimes the weight of the garment itself on a hanger will cause these fibers to split.

Tips on Wetcleaning; Luster Restoration

Pure silks wetclean well, but again caution must be exercised in the use of strong alkalis. Even mild alkalis can cause bleeding of the acid dyes. Instead a neutral detergent, used in conjunction with an acid souring agent, will produce a very satisfactory job without loss of dyestuff. If any alkaline soap is used the fabric must be rinsed well, followed by an acid sour bath.

Moderate bleaches may be used where necessary. Preferable are sodium perborate or hydrogen peroxide. It is not advisable to use strong bleaches, such as potassium permanganate. Here is a *must*. *Never use chlorine*, since it will completely destroy the fabric.

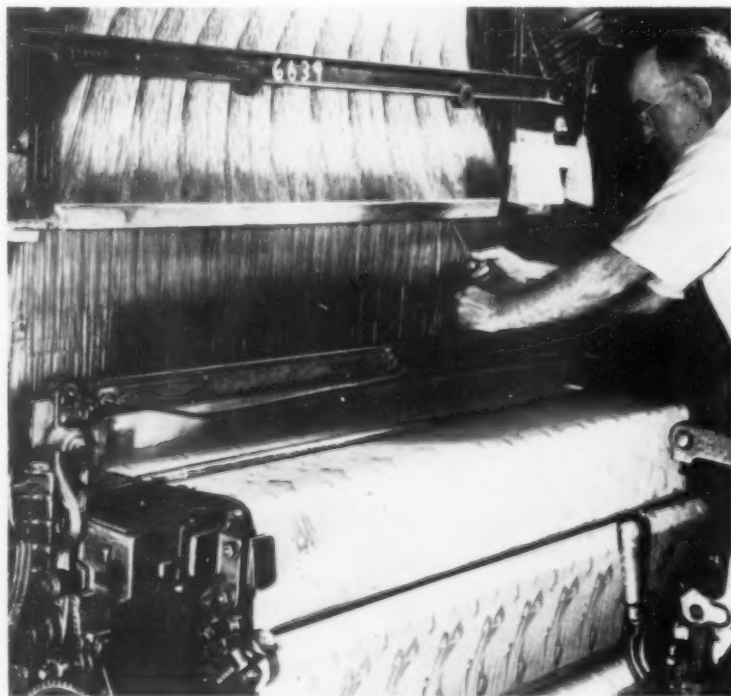
On occasion silk garments will appear to have lost their luster. The appearance can be restored in most cases by subjecting the garment to an oil dip. This is made up of one part white mineral oil and nine parts of solvent. After a few minutes in this bath, extract, tumble dry and finish according to normal procedures. Of course, subsequent drycleanings will remove the oil, so the process must be repeated at that time.

Silk Finishing

Generally speaking, silks can be broken into two major categories for finishing. These are "hard" silks and "soft" silks, as determined by the feel or hand of the fabric. Another common term for hard silks is "shiny" silks. Soft silks include mostly crepes or similar materials that feel soft to the touch.

In the very small plants, soft silks can be finished with a set of puff irons, a utility press and a hand iron. If your plant has sufficient volume to employ a full-time silk finisher, she should have a complete set of equipment for best results and fastest production. This will include a lightweight offset hot-head press, together with a set of four puff irons and a steam hand iron. (A water spray gun will help, too.) This unit is perfect for finishing dresses in any size plant. The buck of the offset press should be used on the soft silk items. It is used as a steam-vacuum finishing board. With it a trowel is used for finishing, with steam applied on the right side of the garment.

Steam-air finishers are helpful, particularly on the soft silk fabrics. Often the garment can be completely finished in this manner, except for touching up on the trim. It is important that the bag be smaller than the gar-



LIKE ALL OTHER materials, silk is produced in myriad of finishes, weaves and blends. Above is one of most intricate looms, producing Jacquard weave. Pure silk is gaining popularity in men's wear as well as women's apparel

ment, otherwise the dress may stretch when air is applied for drying.

Puff irons can do the bulk of the work on soft silks, too. It is important not to apply too much pressure. In addition, the steam or vacuum should not be used when the flap heads of the puff irons are down on the head. Actually, these soft silks require little or no pressure from the flap heads.

Whenever these garments take on a "shine," it is the result of improper finishing. The fibers have been flattened where double thicknesses occur. They then reflect more light, causing the shine or seam impressions. Shine can be removed by applying steam from the buck and spraying with a water spray gun at the same time. The garment should then be allowed to dry in the open air.

Tips on Hard Silks

The category of hard silks includes the new peau de soie (silk taffeta), failles, organza, shantung, pongee, brocades and weighted silks. These all require finishing with a hot-head press. A note of caution: All dark colors must be finished on the *wrong* side.

The press padding should be loose and soft. Thus it will serve as a cushion for multiple layers of fabric on pockets, seams, etc. Better results will be obtained on these hard silks if the puff irons are used without covers. Use the bare irons. Steam-air finishing does little for these fabrics. The offset press saves extra steps that result if a plant has a separate press and separate hand ironing board.

The temperature setting for silks is 315 to 345 degrees. Best results are obtained with steam pressure of 65 p.s.i. on the press, 40 p.s.i. on puff irons and 20 p.s.i. on the steam iron. Use the "silk" setting on the iron.

Pure silk velvets are a minor factor today, with the advent of cotton backing for this material. So-called silk velvets are very popular, but they do include other fibers. This fabric will be covered later in the series.

Blouses or jackets made of silk should be finished over the puff irons first. Touch-up of the front or back edges and the bottom can be done with a hand iron. Whether the material is hard or soft silk, the *finish* should be soft and natural, as it was when the garment was new. Darts, bows and other trim should not have a pancake-flat appearance.

Shantung material has a special peculiarity in that it waterspots very easily. When water-spraying hard wrinkles, have the spray fall as a mist on the fabric. If the garment is sprayed directly it may acquire these hard-to-remove spots. # #

"Oh-h! How beautiful!"



Of course...it's dyed by

Tru Color

**Quality-Controlled Dyeing of
Garments, Rugs, Household Fabrics**

Quick — Dependable — Convenient service by mail

**Choice of E-Z-PRESS Semi-Finished
or Finished-to-Fit Services**

Also: Vat Dyeing of Commercial Linens, Suede and Leather Cleaning, Glove Cleaning, Reweaving, Flameproofing, Showerproofing (send it all in same bundle with dyework).

Free Color Cards, Window Posters, Marking and Mailing Supplies. • **Write for trade price list or send a trial bundle.**

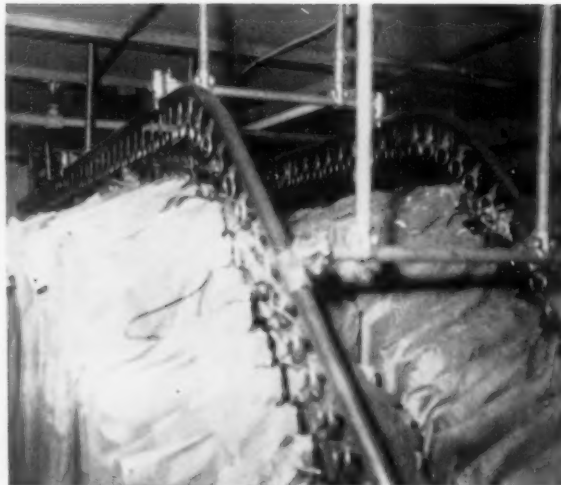
TRU COLOR DYE WORKS, INC.

24-47 44th St., Long Island City 3, N. Y.

Mail-Order
"Supermarket"
of Sideline
Services



VIEW FROM FIRST FLOOR at Concord Cleaners. Garments are traveling up to second-floor loft, out of way. There are two conveyors, operating side by side, providing 100 lineal feet of space



SECOND-FLOOR VIEW shows garments occupying previously unused space. Twin conveyors store 1,600 hangers and release valuable floor space downstairs for call office and productive area

Special Conveyor Saves Floor Space

Unique two-level arrangement opens plant area, adds 450 square feet

By ART SCHUELKE

SPACE PROBLEMS plague most plantowners, and R. K. Roody of Concord Cleaners, Concord, New Hampshire, is no exception. Every square inch of the main floor of his plant is utilized for production. He has taken advantage of all the latest production techniques to gain maximum efficiency. Slickrails, through-the-unit production and split-ring assembly are all old hat to Mr. Roody.

And now a novel conveyor system is proving an invaluable help. Processing has gone smoothly, thanks to the layout ideas used. The bugaboo was what to do with the finished work.

Mr. Roody partially solved the space problem some months ago. He diverted the route salesmen's completed orders to the second-story loft of his building. This was reported in the March Guidebook Issue of *THE NATIONAL CLEANER & DYER*.

This homemade arrangement added space at the Concord plant. But the congestion up front at the call office was bad, and bound to be worse in



MAIN-FLOOR VIEW shows compact arrangement of twin conveyors. Between two units are controls that operate each line separately. Garments are filed numerically, allowing for quick delivery to call-office customers



**"When dye
stains get
me in a jam
YellowGo® always
gets me
out."**



● Versatile YellowGo is the titanium safety stripper that removes dye stains of any color from any fabric without affecting the original color of the garment. Highly concentrated, YellowGo can be used in weak or strong solutions... can be controlled to suit every purpose. And it costs only pennies per gallon of solution.



Wilson's YellowGo is one of the best insurance policies against trouble a cleaner ever had.

You can use it in a bath to remove large area dye fades.

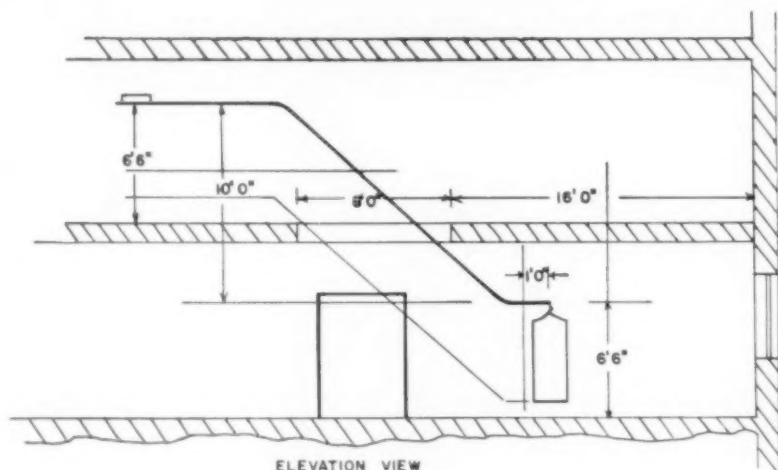
You can use it on the board to spot small area dye stains, button rings, black buckram, red clay, metal, and the last traces of lipstick.

And you can use it in the laundry washwheel to clear up a whole load of shirts that's been stained by a running color.

Try YellowGo this week and let it go to work for you all three ways. You'll wonder how you ever got along without it.

YellowGo® is a WILSON "GO" PRODUCT ... made by A. L. WILSON CHEMICAL CO., sold by LEADING JOBBERS

HERE'S HOW conveyor system appears schematically. Garments travel only a few feet horizontally on the main floor. They then rise on a 45 degree angle, through a ceiling opening up to an unused second-floor loft. Only 60 square feet of space are needed on main floor to provide storage for 1,600 garments on two conveyors



the face of the biggest spring volume ever handled. Something had to be done, and quickly.

Storage lines were stuck in every available nook and cranny. It was difficult to locate orders; customers were delayed. Even more serious, work that was carefully finished was being crushed before it could be returned to the customers.

The front part of the second-story loft was available. Just how to use it presented a problem. A dummy elevator could be installed, but that would create delay and might be slower than the old method.

Mr. Roody had seen the package conveyors available on the market and felt they could answer his problem partially. The only difficulty was that he didn't have enough square feet to use on the main floor. Putting conveyors on the second level still left the problem of carting the work upstairs.

He went to the professional conveyor people and presented his problem. He told them how he solved his driver-storage problem with a home-made conveyor. Could they custom-build one of their units to store the garments on an incline?

If a hole were cut in the ceiling, perhaps the work could be loaded on the main floor. Then almost immediately the track would carry the work uphill to the second floor, and around a circle up there where more room was available. The conveyor firm agreed to give it a try.

What has been developed is more than satisfactory. On the first floor, the garments on the conveyor take up an area only 6 by 10 feet. Concord Cleaners has picked up over 450 extra

square feet on the ground level. The work is easily located for faster customer service. On top of that, the garments are no longer crushed.

Actually, the final plans called for two conveyors. Together they provide 100 lineal feet of storage space. There is ample room for 1,600 hangers. When we were at the plant it was running at peak volume, but the two conveyors were handling the volume nicely.

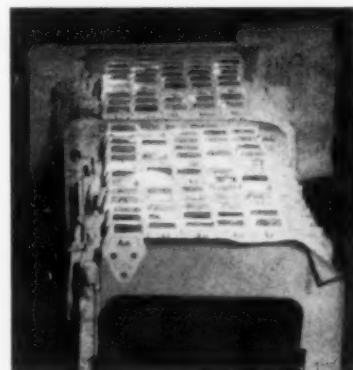
Here is how the conveyors work. Power for each is supplied by a ¼ hp. motor operating on 110 volt a.c. current. Separate switches stop and start each of the two conveyors. As the garments are loaded, they travel on a horizontal plane for only 2 feet. They turn on a moderate radius while traveling horizontally. After a distance of 2 feet, they begin their journey upstairs, on a 45 degree angle. After rising 10 feet, they level off and go 8 feet horizontally in the loft. An opening approximately 8 by 8 feet in the ceiling provides ample room for the garments between floors.

Quick Identification, Delivery

The hooks on one conveyor are numbered from 1 to 210. On the other the numbering begins at 211 and runs to 420. The finished, bagged work comes to the conveyor station with two copies of the invoice. The conveyor is rotated until an empty station appears. The machine is stopped, and the location number of the empty hook is placed on one copy of the invoice. This is filed alphabetically in a specially designed file rack. The other invoice is left on the garment bag for identifying purposes.

When the customer calls for a garment, the counter girl checks the alphabetical file. She pulls that invoice, checks for conveyor hook number, and operates the conveyor to deliver that bag. We checked several deliveries, unknown to the clerk, while we were at the plant. Total time to search the file, secure the garment and take it to the counter averages 11 seconds. Mr. Roody said the longest it takes is about 30 seconds.

With the help of plant personnel the installation was completed over a weekend. Total cost, exclusive of plant labor, was \$4,000. In addition to the direct results already mentioned, it eliminated the necessity of an extra counter employee during the busy spring season. This is one investment that will pay for itself in a hurry. # #



SPECIAL ALPHABETICAL FILE holds invoices of garments on conveyors. Duplicate forms are used. One remains on garment bag; other has conveyor hanger number and is placed in reference file. Spot check revealed delivery made to customer on average of 11 seconds

We Take Pride In Announcing...

A complete new development for
the industry.

Of outstanding importance to
every cleaner in America, this
innovation answers a long-felt
need of the industry.

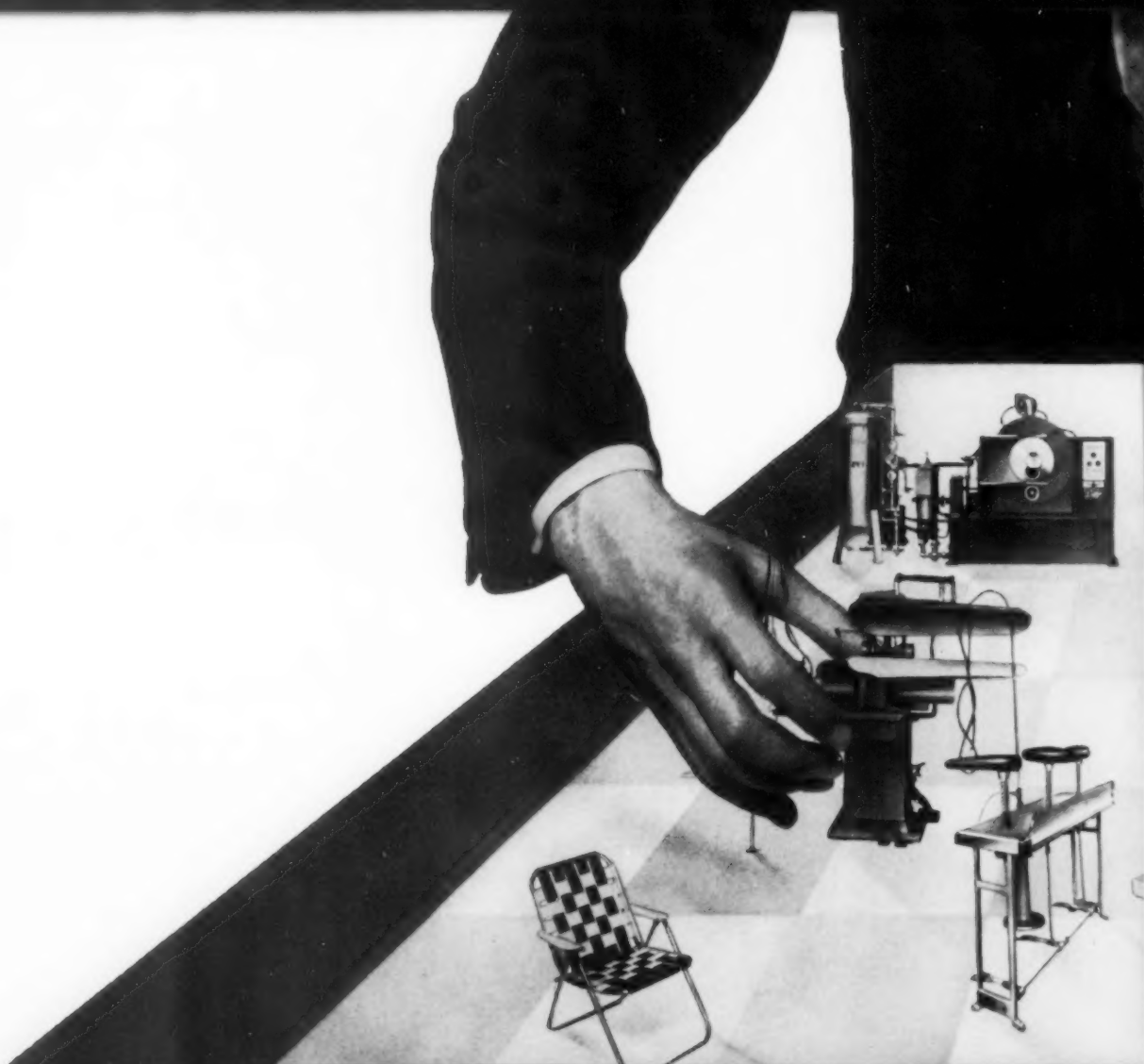
On the next two pages it is
unfolded

To You...

U. S. HOFFMAN MACHINERY CORPORATION



105 Fourth Avenue, New York 3, N. Y.



THE HOFFMAN

your greatest opportunity ever to expand business . . .

Scientifically planned for you! Gone is the guesswork that used to go into starting or expanding a drycleaning business! The *Hoffman Profit Plant* is a system planned to suit every *size* of plant, every *kind* of drycleaning operation . . . yours included! It is an integrated unit, organized down to the last detail by Hoffman specialists. And what is more, the Hoffman Profit Plant is designed for *your* expansion. Step by step your growth is predicted.

your present cleaning equipment is valuable!

Your present machines are valuable. They can, in fact, be your introduction to the higher income you'll enjoy from your Hoffman Profit Plant.

your guarantee of success!

It was Hoffman who gave the world the pressing machine. It was Hoffman who pioneered the open-pocket, self-balanced "Jet" cleaning system. Hoffman



PROFIT PLANT!

has consistently set new standards of engineering design, of durability, of performance. Now Hoffman brings you the greatest innovation of all—the Hoffman Profit Plant, destined to transform your drycleaning business. It will be set up on your premises, "tailor-made" to yield the maximum profits from your enterprise. Find out more by mailing the addressed card below today — now!



U.S. HOFFMAN MACHINERY CORP.

105 FOURTH AVENUE, NEW YORK 3, N. Y.

.....

To:

U. S. HOFFMAN MACHINERY CORPORATION

105 Fourth Avenue, New York 3, N. Y.

Box #12

I'm interested in your new Hoffman Profit Plants. Please send me further information, with no obligation, at no cost.

NAME _____

ADDRESS _____

CITY _____ STATE _____

.....



GARMENT BAGS make customers feel cleaner takes special pains to protect their belongings. Packaging does much to build firm prestige while acting as vehicle for advertising company name and sideline services

Use Packaging for More Profit

*Ideal medium for advertising copy also
provides protection, builds good relations*

By GERALD WHITMAN

YOU CAN'T TELL A BOOK by its cover, the saying goes. But, by the same token, we'll wager that millions of books are sold on the strength of attractive cover designs.

Of all the merchandising trends that have developed since World War II, the influence of packaging on sales is perhaps the most important. The consumer has become package-conscious. He demands good packaging not only to protect the contents but to tell the story behind the product and to guarantee performance backed by company name or trademark. It is a highly competitive feature in attracting and holding customers.

Engineering and performance-wise, today's automobiles are better than yesterday's on almost every count.

Yet the greatest emphasis in new-car advertising is placed on styling, color and decoration. No doubt the average buyer is concerned about the quality of the car he wants to buy, but everything else being equal, he will invariably choose the model that *looks* better.

One Answer to Competition

Walk into any supermarket and see the thousands of different products lining the selves. Each group of products—in its class—probably doesn't vary much, one from the other, so far as quality or price is concerned. But each strives to outsell its competitor by means of packaging design.

The influence of good packaging is

as important in selling drycleaning and laundry services as it is in selling tangible products. Even though your customer gets back exactly what she has submitted—albeit laundered or drycleaned—packaging can make the *difference*.

Consider this not-so-hypothetical situation: There are several drycleaning and laundry firms in your community. All turn out uniformly good quality. All provide adequate service. All charge substantially the same price. One outfit, however, leaves the rest of the field behind when it comes to packaging. This particular firm returns all garments on hangers and in bags. Shirts are packaged individually with shirtboards, collar supports and bands and placed collectively in shirt



Let KOHNSTAMM Help You "BUTTON UP" WHITER, BRIGHTER SHIRTS... **BIGGER PROFITS!**

**106 Years' Laundering Experience Is
Yours...When You Do Business
With KOHNSTAMM**

Just say the word—"Kohnstamm"—and we'll back your shirt department with our 106 experience-packed years.

Your problems are our problems. Our experience is yours for a smoother profit-operation.

You'll get better, whiter washing...more efficient packaging...finer, more perfect finishing...when you look to Kohnstamm.

And you don't have to look very far, for Kohnstamm stocks a complete line of laundry supplies *right in your neighborhood*, ready and waiting to serve your laundry and dry cleaning needs. Phone or write today!

P.S. Remember, Kohnstamm gives you an unqualified guarantee of satisfaction for supplies and service.

A complete line of laundry and dry cleaning supplies.
Send for free booklet, "Better Way Washing Talks."
Nation-wide service.

KOHNSTAMM PROVIDES YOU WITH THE BIG 3

- For Spotless White Washing...amazing H-K Shirt Short Formula.
- For Ideal Packaging...H-K shirt bands, collar supports and envelopes.
- For Perfect Finishing...The famous combination of RESILO-FLAMONEL—and THERMOTEX for padding shirt presses.

H. Kohnstamm & Co., Inc.

ESTABLISHED 1851

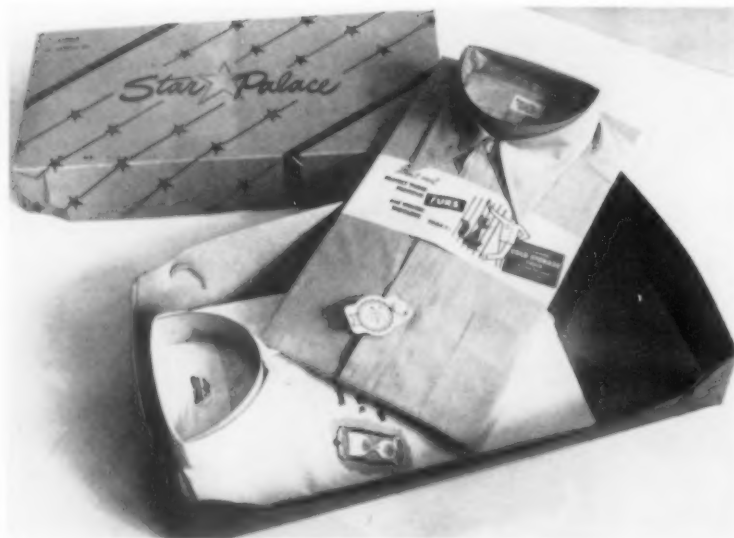
- NEW YORK 7, 89 PARK PLACE
- CHICAGO 11, 11-13 E. ILLINOIS ST.
- LOS ANGELES, (P.O. Address) 2632 E. 54 ST., HUNTINGTON PARK, CALIF.



ALBANY • ATLANTA • BALTIMORE • BOSTON • BUFFALO • CINCINNATI
CLEVELAND • DALLAS • DENVER • DETROIT • GREENSBORO • HOUSTON
INDIANAPOLIS • JACKSONVILLE • KANSAS CITY, MO. • MEMPHIS
MINNEAPOLIS • NEW ORLEANS • OMAHA • PHILADELPHIA
PITTSBURGH • ST. LOUIS • SAN ANTONIO • SAN FRANCISCO • SEATTLE

FOREMOST MANUFACTURER AND DISTRIBUTOR

OF QUALITY LAUNDRY AND CLEANING SUPPLIES



SHIRT PACKAGING provides multiple opportunity for advertising messages—on shirt bands, button tags and boxes. Collar supports and boards give added protection against crushing

boxes. Flatwork is wrapped in paper and put into boxes. Blankets are placed in mothproof bags. Handkerchiefs and socks go into separate bags after having been folded around little stiffener sheets. Slipcovers and curtains are put into boxes and sweaters into mothproof bags.

Which firm in your community would you patronize?

The company that we referred to certainly spends more money on packaging than its competitors, but cost is a relative item. Money can be spent or it can be invested. In terms of packaging, consider not what it will cost to do it but what you will gain as a result of having done it.

Essentially, good packaging can accomplish three things—all related to profits:

1. Packaging protects the contents.
2. Packaging builds firm prestige and customer goodwill.
3. Packaging can advertise and promote your services.

Protection: It does almost no good whatever to turn out a good quality job unless it looks that way when it is returned to the customer. The only thing a drycleaner and launderer has to sell is service. If the article he has serviced is not returned with adequate protection he is inviting his competitor to take his business away.

Protection is an obvious necessity. Yet how many drycleaners return garments without bags unless they are specifically asked to bag them? How many laundrers return shirts and flatwork that are creased and crushed because of poor packaging? Certainly it costs a little more in materials and

labor to take more pains with packaging, but your customer is not concerned with that particular problem. She wants her belongings back in usable and wearable condition and it is the plant operator's job to see that they are well protected.

One plantowner uses a device that has profound psychological effects. He purchases those little red stickers from his local stationer that are inscribed in white: "Handle With Care." These are placed on all garment bags and boxes. It makes his customers think: "That cleaner appreciates the value of my clothes. He takes care of them and he appreciates my business." And

they keep coming back with more business for him.

More than that, the sticker has another effect. It actually makes the driver handle the garments with greater care.

Often, packaging can make or break a repeat sale. Poor packaging can quickly ruin the finest quality in the world, but a good package can make even mediocre work look splendid.

Prestige and goodwill: Aside from its protective characteristics, an attractive package creates a good feeling within the customer. It helps build atmosphere and represents the difference, psychologically, between a class plant and a run-of-the-mill operation.

Most people are not intrigued by ordinary things. They like things that are better than ordinary. With the uniformly good quality of work that most cleaners and laundrers are delivering nowadays, an attractive package is the *only* thing that will take a bundle out of the ordinary and make it distinctive.

People love to be pampered—even if it costs them a little more. Often a woman will pay a little more to buy a dress in a shop where she is catered to, fawned over and complimented by courteous and attentive salespeople when she can buy the same frock in a bargain basement where she must scour the racks, is pushed, shoved and neglected.

Packaging accomplishes the same objectives—it protects and it pampers. The more attractive your package, the more highly thought of you will be. Attractive packaging stamps you as an operator who likes his work and who



WEDDING GOWN PACKAGING is a de luxe service at Bob McKinley's Town & Country Dry Cleaners, Houston, Texas. Heavy white handmade cardboard box has firm name embossed on top; above name is "My Lady's Carriage." A definite prestige builder, box costs plant \$4.85. Basic price for cleaning gown is \$35

DIVCO TRUCKS DELIVER THE GOODS!

MODEL 42-12' BODY



130"

MODEL 52-10' BODY



117"

The rugged Divco "Dividend Series" Truck is now available in a 10' body as well as the popular 12' body. A wide selection of optional features makes either of these trucks adaptable to your specific load requirements.

Specially engineered for multi-stop operation, these Dividend Trucks feature big payload capacity with a minimum overall size . . . makes for extreme maneuverability and maximum use of garage and dock space.

See your local Divco Dealer for details on how you can have the flexibility of a custom built job with the advantages and economies of a production built truck.

MODEL 42

470 cu. ft. Cargo Capacity

7,000 GVW

10,000 GVW

12,000 GVW

14,000 GVW*

130" Wheelbase

MODEL 52

412 cu. ft. Cargo Capacity

7,000 GVW

10,000 GVW

12,000 GVW

14,000 GVW*

117" Wheelbase

*(Available factory insulated and refrigerated)

DIVCO TRUCKS

DIVCO CORPORATION

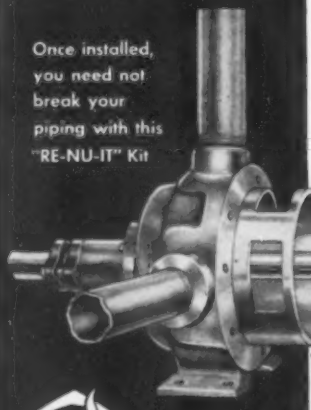
22000 Hoover Road
Detroit, Michigan

OVER 80% OF ALL DIVCO TRUCKS BUILT SINCE 1927 ARE STILL IN DAILY USE!

INCREASE PUMP LIFE MAKE REPLACEMENT EASY

equip your plant with
"VIKING RE-NU-IT"
PUMPS and KITS

Once installed,
you need not
break your
piping with this
"RE-NU-IT" Kit

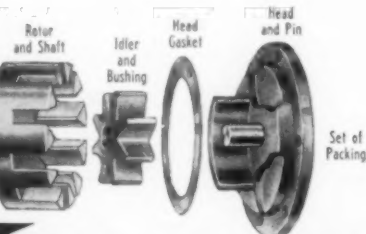


VIKING PUMP COMPANY

Here's the pump to keep your dry cleaning plant running at a profit. It's built to pump better and longer . . . but when new parts are needed, they can be replaced easily and quickly.

Break your lines once to install this new pump, and then you have the BIG PLUS FACTOR . . . the "Viking Re-Nu-It" kit. Installing the "Re-Nu-It" kit only takes a short time with no special tools. No piping changed . . . no base disturbed . . . no out-of-line equipment. Get NEW PUMP operation this easy way.

Send for bulletin A 200 Q



Cedar Falls, Iowa, U.S.A. In Canada, it's "ROTO-KING" pumps
THE ORIGINAL "GEAR-WITHIN-A-GEAR" ROTARY PUMP

thinks in terms of the customer. It builds prestige for your firm and creates immeasurable goodwill among your customers.

Cleaners and launderers, if they were to follow the good examples of other industries, should think of packaging as creating a real urge to see what is inside. It should make other people want to receive packages just like them. It should make the customer feel that hers was a good purchase—that she got more than full value for her money. It should also induce her to keep buying from you.

Quality and production, alone, are not enough. It is important to sell. Selling means that you must merchandise and modern merchandising requires you to package your "product" in the modern manner.

Advertise and promote: Last but far from least, your package—garment bag, box, wrapping paper, shirt band, etc.—is an ideal and relatively inexpensive vehicle for advertising your services. It can be utilized in a number of different ways: promoting your full range of services or sideline services; plugging seasonal items; building name identity with the customer and the prospect; heralding special occasions.

So far as copy imprinting is concerned, the essential message is the firm name. Very often a non-customer will notice boxes or garments being carried by a customer or driver and see the firm name and listed services. If the package is attractive the viewer may make a mental note to try that firm.

If a customer is unaware of the full gamut of services that you render, a

full or partial list on the package will make her realize that you can be of further value to her. Each of your packaging items can serve as an extra medium to plug a different service. For instance, you might feature fur storage on shirt bands, or drycleaning on laundry boxes, or shirt service on garment bags.

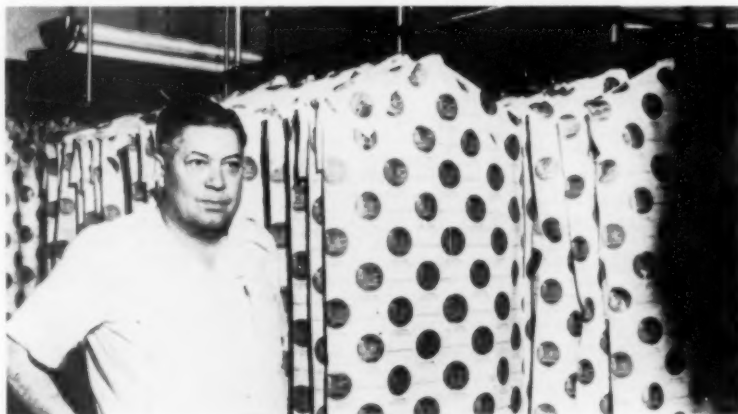
Whatever or however you do it, remember: Do not ruin the effect of an attractive package by cluttering it up with too much copy, tastelessly spread over the entire surface. Keep your copy short, distinctive and blended in with the shape and color of the package.

Some operators use garment bags, for example, to promote anniversaries or open houses. Some use them to solicit seasonal business or plug holiday and back-to-school volume. Many cleaners and launderers keep a variety of garment bags on hand for use at different times of the year.

Often garment bags can be used as a gimmick. One launderer used Davy Crockett-type bags last year which were a hit with the kids. The front of the bag was imprinted with a Davy Crockett costume and by slitting the top along a dotted line, the child could slip the bag over his head and be the envy of his friends.

Packaging can also be used to cheer up customers and inspire them to practice better human relations. One cleaner uses shirt bands imprinted: "Have you kissed your wife this morning?" That provocative question causes many of his customers to do just that, with completely satisfactory results. An occasional personal message like that will help keep customers happy.

Packaging, as we have seen, is a must for more and better business. So long as you have to use it, why not make the most of it? # #



BRIGHT BLUE POLKA DOTS—repeated nearly 150 times—proclaim the name of Model Cleaners on each garment bag used by this Rock Island, Illinois, plant. Attention-getting bags are used mainly for ladies' garments

How to Prevent Solvent Intermix in 2-Bath Systems

Patented Process Developed to Assure True 2-Bath Cleaning

To insure continuing highest quality cleaning at lowest cost with the 2-bath method, it is essential that cleaners stop and analyze their dry cleaning systems to determine whether they are *really* getting the full benefit and superior cleaning that a 2-Bath system can provide. The true success of 2-Bath operation depends entirely on proper maintenance of both solvents, with no inter-mixing at any time during the cycles.

The rapidity with which 2-Bath cleaning became accepted caught equipment manufacturers unprepared to cope with the special problems involved and most equipment even today is merely an adaptation or conversion of existing single-bath units to two-bath operation. These converted or modified units have one design error in common — the use of a multiplicity of valves directing the flow of the two different solvents from two separate storage tanks, through two filters, to the washer housing, and again returning to the storage area. Figure 1 shows a typical attempt to accomplish this purpose.

Valves Trap Foreign Particles

Now there is nothing wrong with valves, except that every cleaner knows there is a constant transmission of foreign particles, such as pins, tags, lint, buttons, etc. through the solvent circuit. Certainly it is inconceivable

to think that not even *one* particle of such foreign matter will *ever* lodge on the seat of *any* valve in the circuit to cause leakage. Leakage does occur — without question.

Refer again to Figure 1 and consider valves B, C, E, F. Slight leakage of these valves, regardless of construction, causes contamination of the rinse solvent and dilution of the charged solvent, with consequent loss in the quality of your cleaning and the expense of charged solvent replacement.

Research Produces New Method

Only one equipment manufacturer has squarely faced the problem of eliminating solvent intermix in 2-bath operation. In 1953, Manitowoc Engineering Corp. instituted a quarter-million dollar research program from which evolved, along with many other advancements, an improvement fully as important as the 2-bath method itself . . . The Diverti-Flo Process.

This patented process utilizes a simple, rigid interlocking bar connecting two butterfly valves and a diverter which directs the solvent back into the proper storage tank. Even if leakage should occur at any point in the system, the solvent has no place to go but back into the tank from which it came. Here is the only fool-proof method of keeping charged and rinse solvents separate during any phase of 2-bath operation.

How Diverti-Flo Solvent Control Works (See Figure 2)

Butterfly valves A and B and Diverter C are interlocked by means of a solid bar. During the wash cycle, valve A is closed, B is open and Diverter C is directed into the S. S. Solvent Storage Tank. When in the rinse cycle, valve B is closed, A is automatically opened and Diverter C then directs flow into the Rinse Solvent Storage Tank. When solvent level builds up in washer housing, it overflows through Dump Tube D (shown in "up" position) and is automatically directed back to the correct solvent storage tank. When dumping solvent, tube D is raised, as shown, and again the solvent is directed by Diverter C into the proper solvent storage tank. If any leakage should occur at valves A or B, the solvent *must* return to the right tank.

True 2-bath Performance

This is Diverti-Flo, the most simple, fool-proof, positive means of providing true 2-bath cleaning by positively preventing solvent inter-mix. Examine your present unit or one you may be considering purchasing. Find out where the solvent goes when a valve fails to close properly. You may be using the 2-Bath *process*, but you are not getting *true* two-bath *performance* unless there is absolutely no possibility of solvent inter-mix. MANITOWOC ENGINEERING CORP., Manitowoc, Wis.

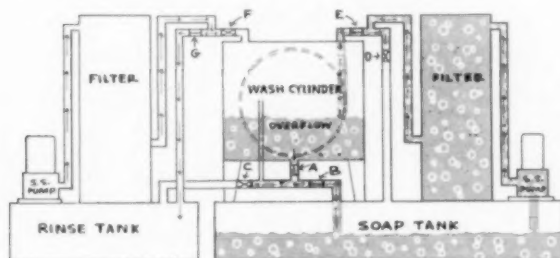


Figure 1

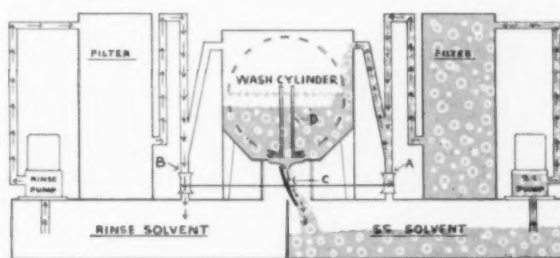


Figure 2 (Advertisement)

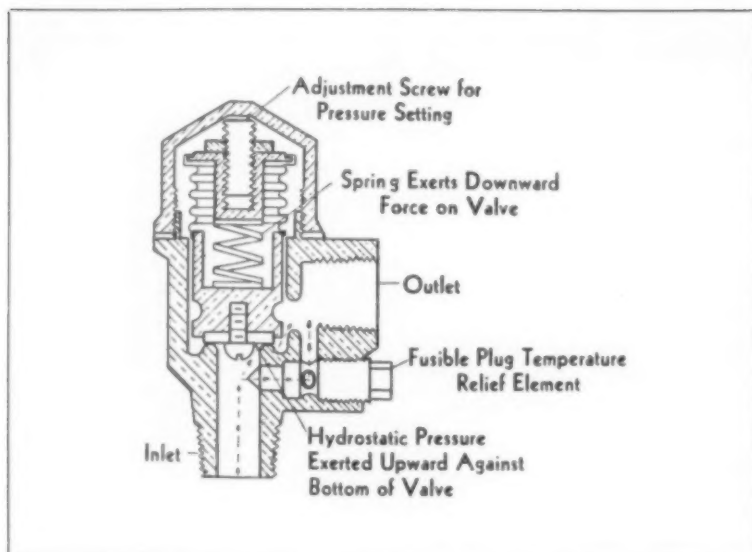


FIG. 1. Combination temperature-pressure-relief valve with fusible plug

Are Temperature-Relief Valves Necessary?

By JOSEPH C. McCABE

TEMPERATURE-RELIEF VALVES are not recognized by the American Society of Mechanical Engineers' Code, and the National Board of Boiler and Pressure Vessel Inspectors has expressed the opinion that temperature has never caused the initial rupture of a vessel. Yet temperature-relief valves are a valuable adjunct to hot-water storage and hot-water using equipment in drycleaning plants.

Some time back in a talk before the National Board, John W. James, vice-president of research, McDonnell & Miller, Inc., gave some excellent reasons for the use and need of temperature-relief valves.* These reasons were advanced to get the Board thinking on the safety advantages of these devices. But the temperature-relief valve also carries a number of operating assets that merit its application.

In brief, the major statements justifying temperature-relief valves can be expressed as:

1. Water temperature maintained below 212° F prevents cracking of plumbing fixtures if heater water backs up into the cold water line.

2. Corrosion is minimized. (The proper control point for limiting corrosion development induced by temperature is 140° F, not 212° F, and is today fairly widely accepted.)

3. Limitation of explosive forces within storage tanks on the grounds that a water held at or below 212° F under atmospheric pressures cannot generate enough heat to expand and flash into steam.

Unfortunately, there are inherent limitations in temperature-relief valves as in other equipment that make it better operation to control flashing of stored water by other means. A combination temperature- and pressure-relief valve would be one such means.

What exactly is a temperature-relief valve and how does it work?

Fusible Plug

The fusible plug or disk-type arrangement of temperature-sensitive

valve is probably the most frequently used temperature-relief valve and appears most often in combination with a pressure-relief device. These fusible plug or disk designs follow one of two arrangements: one incorporating the fusible element in the body of the valve as shown in Fig. 1, and the other utilizing an extended stem for the intended purpose of locating the fusible element in the hottest water of the tank, as illustrated in Fig. 2.

Generally, these fusible elements employ a low-melting alloy such as bismuth-tin-lead which fuses and melts when in actual contact with water. By varying the proportion of the components the alloy can be made to melt at temperatures ranging from 205° to 217° F. Certain alloys containing combinations of bismuth-cadmium-tin are known to accumulate an exceptionally heavy scale, doubtless due to corrosion or galvanic effect upon the alloy and the brass holder.

Fusible-element-type relief valves function with a reasonable degree of accuracy when new. But an American Gas Association Research Report found that after exposure to a service test for six months the opening points varied from 15° to 73° F higher when the valve was mounted flush with the outside surface of the tank. For valves installed with the fusible element immersed in the water tank, these variations were materially reduced. In either case, remember that even though the accumulation of scale acts as a heat insulator, the fu-

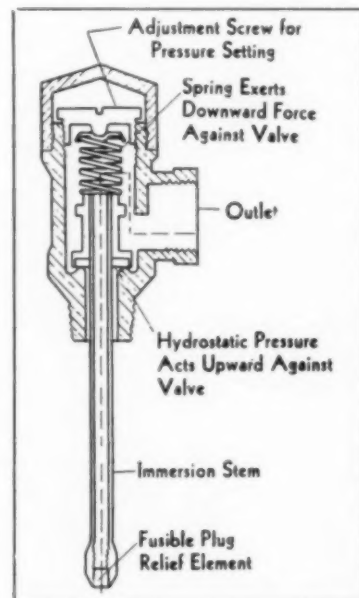


FIG. 2. Combination temperature-pressure-relief valve with fusible plug in end of extended stem

*"Should It Be Pressure Relief, Temperature Relief, or Both, and Why?" Annual Meeting, National Board of Boiler and Pressure Vessel Inspectors, May 19-21, 1952.

EXCLUSIVE

Controlled Air Pressure to Finish All Materials...MAKES THE DIFFERENCE!

Greater Air Pressure with the Adjustable Air Control gives you a versatility unobtainable in other finishers.

You can cut the air flow down and do a beautiful job on delicate or stretchy garments, or you can open the air control and get enough pressure to shape the collar and neck of a coat regardless of the cut of the garment.



EXCLUSIVE: Glover Snap on Adaptor Panel Holds Coat Fronts.

Fully Automatic Steam-Air control free's operator for other work. Single pedal starts automatic cycle. NO HAND SWITCHES TO OPERATE - LEAVES HANDS FREE TO DRESS MACHINE.

SPECIFICATIONS

Height: 68"
Base Width: 24"
Base Length: 48"
Net Wt.: 160 lb.
Shipping Weight:
Domestic, 225 lb.
Export, 400 lb.

Includes one set of No. 24 Sleeve, Vent Clamp and Adaptor Panel

F. O. B. Kansas City, Missouri

AMBASSADOR
Cleansing Company

7621 TROOST AVENUE - JACKSON 2555 - KANSAS CITY, MO.

Mr. Bill Glover, Jr.
Bill Glover, Inc., Kansas City, Missouri

November 11, 1955

Dear Bill:

I have an older dress air form and a coat air form that I hoped to retire in favor of a new automatic air form if I could find one that had the versatility to handle all types of garments equally well. I know you will be happy to learn that your air form is the only machine that has satisfied us on all counts.

Bill, I think the outstanding features you should stress that every cleaner will appreciate are these:

1. The Glover air form is heavier and should last longer.
2. The condition and temperature of both steam and air are superior. We have shortened operating time without sacrificing quality.
3. Greater air pressure with the adjustable air control gives you a versatility unobtainable in other finishers. You can cut the air flow down and do a beautiful job on delicate or stretchy garments or you can open the air control and get enough pressure to shape the collar and neck of a coat regardless of the cut of a garment.
4. Location of control devices is correct for easy operation and servicing. Ease of rotation of form is an advantage. Foot controlled switch and clamps shutting themselves with a little push leaves both hands free to dress the machines, straighten the flaps, etc.
5. Size and shape of bag, good; extra fullness and greater range of adjustment really makes a difference. You have the flexibility to do a top quality job on all garments from dresses to the new boxy type jackets and coats. The way the bag expands out to the extreme bottom permits finishing longer garments.

We feel sure your new finisher will find a ready welcome in the industry.

Sincerely yours,
Leo Bowen
Harold Bowen
AMBASSADOR CLEANSING COMPANY

Accessories, Furnished Free: Include:



One Pair
Sleevers



One Coat
Vent Clamp



Adaptor
Panel

Bill Glover, Inc.

5204 Truman Road

Kansas City 27, Mo.

Printed in U.S.A.

Money-making workhorse for

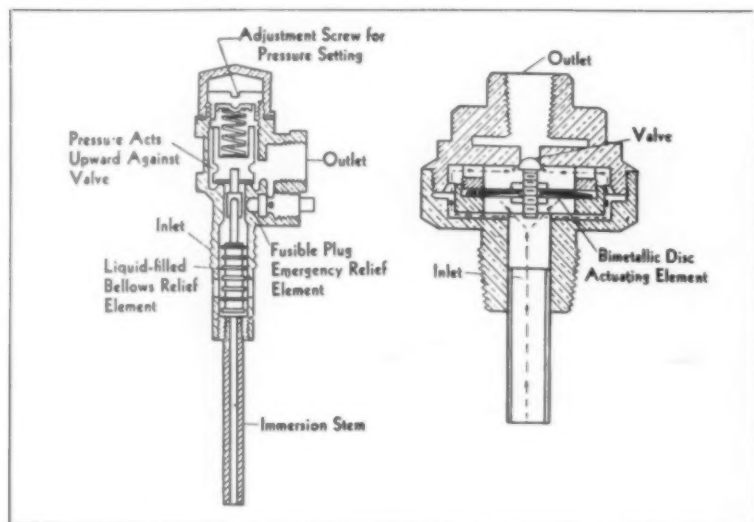


FIG. 3 (left). Automatic-reseating combination temperature-pressure-relief valve with bellows
FIG. 4 (right). Automatic-reseating bimetallic disk-operated temperature-relief valve

sible alloy will probably melt at its rated temperature.

More important, however, is the observation that the accumulation of only a small amount of rocklike scale over the $\frac{1}{8}$ -inch to $\frac{1}{4}$ -inch-diameter fusible-plug hole is enough to seal the opening against some operating pressures, even though the alloy plug behind it has melted.

Another design deficiency of fusible alloy elements is that the small internal dimensions of the tube do not allow the free release of the melted alloy. In some cases covered by the AGA Report it was found that the alloy melted only to freeze up the tube and not release again until the temperature reached a higher and more dangerous level.

Automatic Reseating

Automatic - reseating temperature-relief devices are of the expanding bellows design (Fig. 3) or a bimetal disk acting as a thermostatic element (Fig. 4). Scaling problems mentioned in connection with the fusible-plug valve design apply to the reseating type especially in designs where the incrustations fill the bellows and jam up the expanding element.

An observed defect in the operation of certain valves of this type in the field has been the extremely low closing temperatures which permit the loss of an unnecessary large amount of water. Designs incorporating a minimum differential between opening and closing of the valve are considered desirable. If temperatures rise much above 250° F, the liquid fill in certain automatic-reseating

mechanisms breaks down and the device is no longer usable, therefore requiring replacement.

During the past year a design of an automatic-reseating-type temperature-relief valve has been introduced which overcomes some of the objections just cited. The hermetically sealed thermostatic element comprises a mixture of organic material and metallic dust which expands with temperature to cause a metal piston to rise and perform the necessary valve action. Generous clearances through the valve body to prevent clogging, reliable thermostatic element response, a minimum differential of 5° F between opening and closing of the valve, and assurance that temperatures above 250° F will not damage the valve action are but a few of the important features of this valve as compared with other automatic-reseating-type designs currently on the market.

Emergency Gas Shutoff Valves

The basic principle in the emergency gas shutoff valve shown in Fig. 5 utilizes a chemical fuse which melts and allows a spring-loaded valve to seat, thus cutting off the flow of gas to the burner. The chemical fuse in the end of an immersion stem is an organic solid compound with a low melting point. Much as with organic fusible compounds, prolonged exposure to temperature materially affects calibration or opening point. Other than this calibration factor and the field problem of dismantling the gas piping to replace a chemical fuse, the relief device has the advantage of having the valve-operating mecha-

nism separated from the corrosion and scale-forming action of the water.

Some exploratory work has been undertaken toward development of surface-mounting a high-temperature energy cutoff device on a water heater. In fact, on electric water heaters, a separate surface-mounted energy cutoff thermostat has been added with reported satisfactory results. Although this idea has promise, the basic problem of a calibrated device to take care of the variable scale-forming water found countrywide presents a severe design problem as well as a new safety control concept.

Installation

The performance of the temperature-relief valve depends materially on the installation arrangement. A design with the thermostatic element built into the valve body mounted with a close nipple connection to the top of the tank develops a temperature lag or gradient between the hottest water in the tank and the opening point of the valve of around 20° F. This means to hold the hottest water in the top of the tank to a temperature not in excess of 208° F, the thermostatic element has to open at around 188° F. Using this tank setup and with a 4-inch nipple mounted on top of the tank, it was discovered that the

Continued on page 78

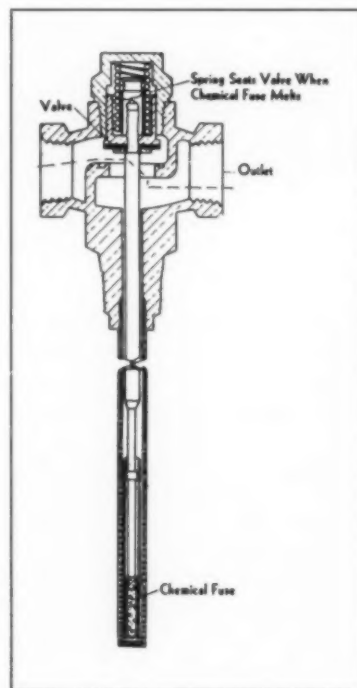
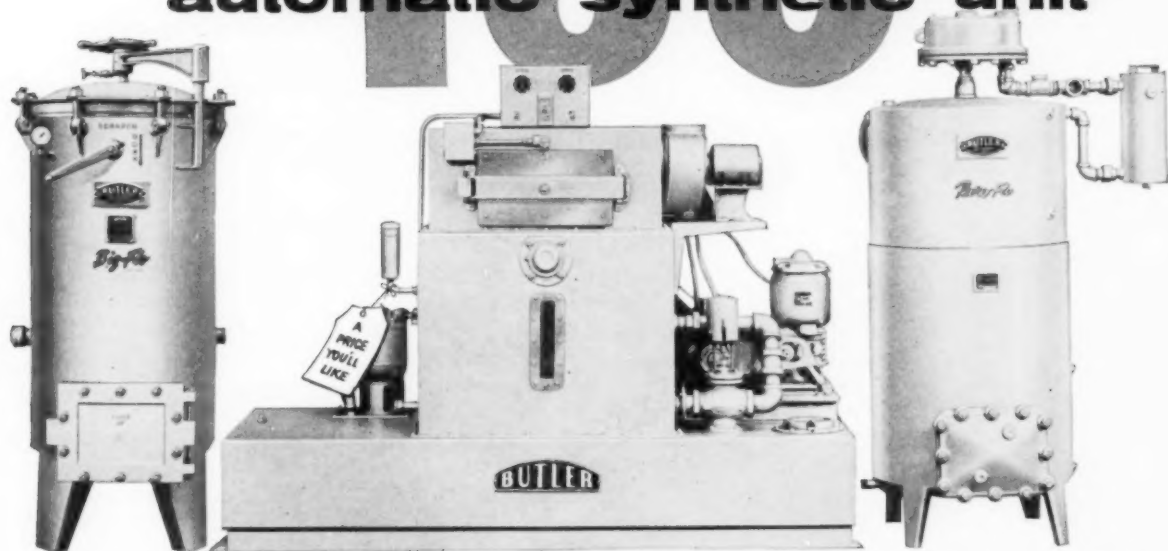


FIG. 5. Emergency gas shutoff valve with chemical fuse

Money-making workhorse for small and medium-sized plants

NEW Butler 100 automatic synthetic unit



Build business with "Gentle-Clean" promotion — exclusive to Butler customers

Here's a lively promotion that's calculated to build your business.

Available only to Butler customers, the package includes an electric clock, window and store banners, counter card, envelope stuffers, hanger tags, decals, door hangers, newspaper advertising mats, radio announcements, and TV announcement production tips.



Manufacturers of Dry Cleaners Equipment • Oil Equipment
Steel Buildings • Farm Equipment
Outdoor Advertising Equipment • Special Products

Factories at Kansas City, Mo. • Galesburg, Ill. • Minneapolis, Minn.
Richmond, Calif. • Birmingham, Ala. • Houston, Texas
Burlington, Ont., Canada

You can handle a \$1500 to \$2000 volume per week with the new fully-automatic Butler 100 synthetic unit.

Just load and set the controls. Washes and extracts with no operator attention. Your cleaner can spend $\frac{2}{3}$ or more of the time doing other production work. Labor costs are minimized.

Divided cylinder does better washing and extracting. Forces the deep solvent penetration and circulation through clothes necessary for thorough cleaning. Permits even distribution of clothes during extraction for vibration-free operation and maximum solvent reclamation.

Butler 2000-gallon filter is the biggest in use on this size unit. Purifies big volume of perc at lower pressure, assures faster flow of cleaner solvent . . . better cleaning. Air cleanout saves \$300 or more each year in perc recovery alone, leaves powder so dry you shovel it into a hanger box. Eliminates the hard work and odor involved in cleaning messy bag filters and clogged up tubular filters.

The Butler still reclaims and distills solvent to its original purity, removes all solvent from residue, boils down hard-to-reach solvent.

The price of the Butler 100? You'll hardly believe it! Ask your local Butler representative.

For full information on the new Butler 100 synthetic unit, mail coupon for descriptive brochure.



BUTLER MANUFACTURING COMPANY

7452 East 13th Street, Kansas City 26, Mo.
Dept. 13, Room 602, 103 Park Ave., New York 17, N.Y.
Dept. 23, 1858 Cheshire Bridge Rd., N.E., Atlanta, Ga.

Please send brochure on the new Butler 100.

Name

Address

City

Zone State

In publishing magazines for drycleaners

WHO'S LEADING WHO?

Open Letter To Our Readers and Advertisers:

With considerable interest (and some amusement) we've been listening to a competitive magazine toot its horn over an award for editorial merit, granted by one of the marketing papers. "For Outstanding Original Research" the award certificate reads, "published during the period ending December 31, 1955."

In capitalizing on the award, the magazine's promotion makes no mention of the fact that the winning feature was published in its March 1956 issue. (Where-oh-where were the contest rules?)

Just by coincidence, the feature -- labeled "original research" -- happens to be a quite confusing, dressed-up version of material which has been presented for the past 10 years as an annual service in NATIONAL CLEANER & DYER's famous GUIDEBOOK issues. Were the judges aware that the winning material has been public knowledge for some time, because NATIONAL made it so?

Suddenly, with one feature in one issue singled out as editorially excellent, ALL features in ALL issues are editorially excellent. For example, the magazine makes a feeble bid for leadership by citing an article in its November 1955 issue. (Leadership? NATIONAL has been serving the industry with real help on the subject of this article, regularly since the problem discussed first arose -- back in June 1954!)

Leadership? The issue in which all this hollow-drum-beating goes on launches a "new" series on a subject which was covered three months earlier in NATIONAL's 356-page GUIDEBOOK issue!

And so on and on.

It's a pity that back issues of NATIONAL CLEANER & DYER were not on hand for reference during the judging of entries in this contest. Published by the editorial LEADER, they would have been a very dependable yardstick against which to measure the performance of an editorial FOLLOWER.

Awards may come, awards may go. But the top award of all is the paid subscription. It's proof-positive that a magazine gives readers the kind of service they believe they want.

Readers pay for

NATIONAL CLEANER & DYER

305 East 45th St., New York 17, N. Y.

Published by the Business Papers Division, The Reuben H. Donnelley Corporation

TIGHT, EVEN
"NO-SNAG"
SHANK

CORRECT CURVE
FOR GARMENT
COLLAR AND
SHOULDER

FINE, BAKED-ON
ENAMEL
FINISH

"E-Z GRIP" ADDS
EXTRA COLLAR
CONTROL

BALANCED HOOK
HOLDS TO ROD
YET LIFTS OFF
EASILY

NON-CREASING
PAPER STRUT
CAN'T COME
LOOSE

ALL-WIRE

PAPER-STRUT
REG. U.S. PAT. & TM. OFF.

E-Z GRIP

L.A. YOUNG
STAR-SERVICE GARMENT HANGERS
PERFORM FOR YOU LIKE *MAGIC*

L.A. YOUNG SPRING & WIRE CORPORATION
SIGN OF
S.O.S.
SUPERIORITY
DETROIT, MICH. 48201

STAR-SERVICE HANGER

DIVISION OF L. A. YOUNG SPRING & WIRE CORPORATION
9200 RUSSELL STREET, DETROIT 11, MICHIGAN
PLANTS IN CHICAGO, ILL.; TRENTON, N. J.; LEEDS, ALA.
DIVISION IN CANADA: MARSHALL VENTILATED
MATTRESS COMPANY, LEASIDE, ONTARIO



CONVENIENTLY PACKAGED IN 500 LOTS

Continued from page 74

temperature gradient between the hottest water in the tank and the valve-opening point was about 40° F.

It is quite disturbing to learn from an analysis of local ordinances that installations of temperature-relief valves are permitted in which the thermal element is located as much as 5 inches away from the top of the tank. Since many of the contemporary valves are equipped with temperature elements rated to open at 210° F, the hottest water in the tank is allowed to rise many degrees above 212° F on installations where extended pipe nipples are permitted for the installation of such safety devices.

Pressure vs. Temperature

Is there any simple way to gauge just which control—pressure or temperature-relief—is the better for a given set of circumstances? Here are a number of questions suggested by Mr. James in his earlier cited talk:

1. Pressure-relief valves are not essential because all hot-water-supply installations are open to the source of water supply—and why?

Much controversy has existed concerning the necessity of pressure-relief-valve protection on an open-water system. Actually, there is no difference between an open system and a closed system so far as the

hazards are concerned, as it is now recognized it is possible to have conditions with excessive pressure in a tank and not have high temperature, or vice versa.

An open system can easily become a closed system if any one of the following situations develops: (a) the use of a check valve in the supply line; (b) the installation of a water-softening or conditioning system; (c) the use of a pressure-reducing valve; (d) closing of a supply shutoff valve, and (e) the jamming of a water meter due to back-up caused by the system pressure exceeding the supply line pressure.

Tests conducted on an open system in 1940 by an engineering group of insurance underwriters disclosed that when the boiling temperature of water corresponding to the pressure is reached and the sudden increase in volume caused by the conversion of water into steam takes place, the system pressure rises regardless of the fact that water can back up into the main. Under such conditions the water cannot back out fast enough to hold the pressure within desirable limits. Hence, even though an open system may have no check valve in the supply, it is evident from this test that there is a need for a pressure-relief device.

Having shown the absolute need for pressure-relief-valve protection, it is possible to demonstrate in any self-contained, direct-fired storage vessel

in which the inlet and outlet piping is closed that the pressure rise is much more rapid than the temperature increase.

For instance, taking a 40-gallon tank which has a heat input of 40,000 B.t.u. per hour, it will be observed that the pressure rose from zero to 184 p.s.i. in a matter of 30 minutes; whereas, the temperature increase was only from 78° to 103° F during the same interval. Similarly, another test conducted on a direct-fired, hot-water boiler having a capacity of 63 gallons and a heat input of 250,000 B.t.u. per hour showed a pressure increase from zero to 160 p.s.i. in 23 minutes and a temperature rise from 85° to 150° F. In this latter case the heat input was doubled; namely, 500,000 B.t.u. per hour, and when this occurred the pressure rise was extremely rapid, increasing from zero to 168 p.s.i. in a matter of 10.5 minutes with a temperature rise from 85° to 132° F. All this verifies that pressure-relief-valve protection on a closed system is most important from the viewpoint of safe operating conditions.

One striking bit of evidence in support of the ASME viewpoint that pressure protection is all-important is covered in a report in the January 1952 issue of the publication *Locomotive* which told of the explosion of a 120-gallon cold-water supply tank in New Jersey. No heat of any description was used in conjunction with this installation, thus providing the essen-

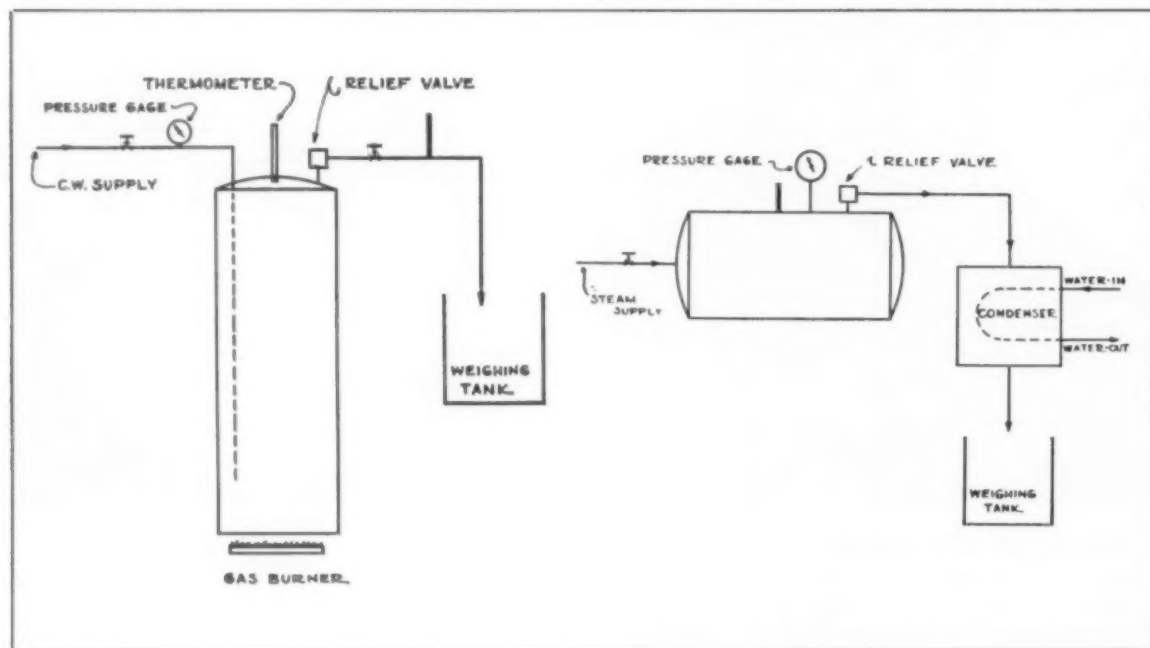
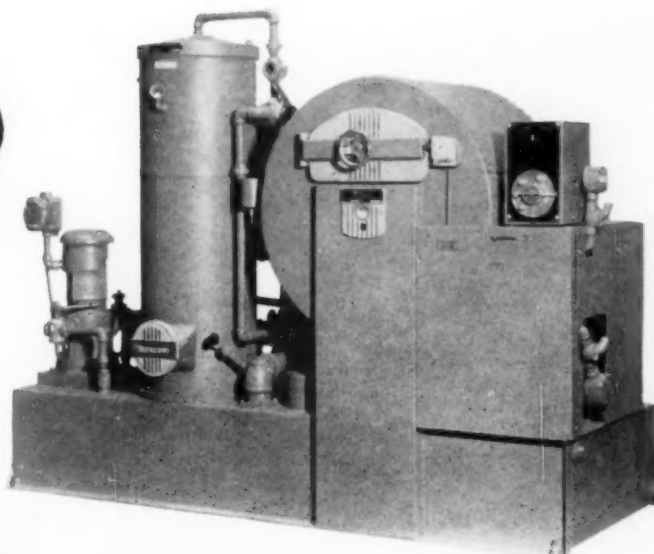


FIG. 6 (left). AGA test setup for rating temperature-pressure-relief valves. FIG. 7 (right). National Board test setup at Ohio State University for rating ASME pressure-relief valves



Two-Bath, 48-lb. Stoddard Solvent Unit . . . with explosion-proof Automatic Timer and ALL-IN-ONE TANK (39" x 96"). Extra filter for rinse . . . optional . . . Perchlor or Petroleum units.

mercury numatic*

* Fully automatic . . . air operated valves

PETROLEUM AND PERCHLOR

Based upon allowable depreciation schedules, the cost of fully automatic cleaning in the Mercury Numatic is in the neighborhood of 25¢ per hour (40 hour week) for machinery investment. In most cases the labor saving approximates 40 hours per week, or more, over conventional equipment. Mercury units are available on monthly payment terms or on a LEASE BASIS, with purchase option.

- Completely automatic; for single or two-bath cleaning.
- 2000 GPH monel tubular filter with 4-way backwash valve and air-sludge-drying.
- Separate motor driven self-priming centrifugal pump.
- Full 3" Quick Dump Line . . . to handle FASTER solvent flow . . . fewer re-runs, less spotting.
- Easy to install . . . comes completely piped, wired and assembled.
- Increased volume and savings in labor pay for your Mercury.

OVER 4000 SUCCESSFUL MERCURY OWNERS

FASTER . . . FASTER . . . SOLVENT FLOW: . . . HIGHER QUALITY CLEANING

MERCURY CLEANING SYSTEMS, INC.

1817 Benson Avenue, Evanston, Illinois • DAVIS 8-0710

PRE-OIL-BREAK newest answer to spotting problems



WARCO'S PRE-OIL-BREAK

was specifically compounded to remove oxidized oils, greases, butter fats, milk, cream and caramelized sugars. Recent tests, however, prove that it is equally effective for the removal of virtually 95% of all stains encountered by drycleaning spotters. Thus it is usually found to be self-sufficient without the application of other spotting chemicals. Simplify your spotting operation, as thousands have done, with the almost exclusive use of this wonderful spotting agent. Order from your jobber today.



LABORATORIES

P. O. Box 62066, Los Angeles 17, Calif.

Send for our
full-line brochure

tial need of pressure-relief-valve protection over temperature.

2. How is it possible to prevent excess pressure in a vessel until the corrosion factor or the stresses set up by expansion and contraction can be controlled?

This question, by way of explanation, is intended to illustrate that the working pressure of a brand-new boiler or storage vessel is higher when new than after being in use for a period of time—justifying the advantage of temperature protection which does not allow the tank water to rise above 212° F, thus avoiding an explosion in case of failure. No one will disagree with the argument that an old tank is weaker than a new tank; however, it should be recognized that tanks are purposely designed with safety factors to withstand corrosion.

It so happens there are many devices built with added safety margins. For instance, the elevators in a hotel could carry far heavier loads than the weight of all the people normally allowed. So it is with modern bridges, steel girders in any hotel, and rails under the trains. In fact, any number of things we depend on day by day are much stronger than they really have to be. They all have that extra margin of protection as provided for in all ASME Codes which, in the case of storage vessels, allows for a factor of safety of 5.

3. If a temperature-relief valve is provided to maintain the tank water below 212° F, will proper safety protection be provided?

A partial answer to this question showed from previous discussion that even though these valves are rated to open at 210° F, very few are installed to hold the tank water below 212° F, so that the basic premise of maintaining water to prevent explosion is defeated. The reasoning back of this viewpoint is that whenever water is under pressure and with temperatures above 212° F released to atmosphere, a conversion to steam takes place with a tremendous increase in volume. It is under such conditions that the deficiency in a water rating established by the American Gas Association for relief devices is recognized.

By way of explanation, an AGA tested and listed relief valve is rated by installing the valve in a 30-gallon direct-fired gas water heater with an available cold-water supply adjusted to 30 p.s.i. (Fig. 6). The opening point of the temperature-relief valve is measured by a thermometer with a

mercury bulb mounted 1 inch below the top head of the tank. Any valve qualifying for an AGA listing must open before the thermometer on the tank reaches 220° F.

After this test has been completed, the capacity rating is established by weighing the amount of water which will pass through the valve in a given interval of time. It is obvious with the cold-water supply pressure connected to the test tank that this rating is established on a water discharge basis. The AGA listed heat-input rating is established by multiplying the discharge weight, in pounds, by a uniform water temperature rise which, for rating purposes, is set at 150° F.

4. What is the difference between the AGA water rating and an ASME steam rating for relief devices?


The procedure for establishing the AGA water rating has already been covered in connection with Question 3. From experience gained in a previous investigation of hot-water pressure-relief valves at Ohio State University, it was determined that whenever water temperatures in a closed vessel exceed 212° F, it was necessary to establish a safety device rating based on pounds of steam discharge.

A simple diagram of the setup at Ohio State University is shown in Fig. 7. There the relief device is mounted on a steam drum and the discharge passes through a condenser with the accumulated condensate measured in weighing tanks at specified intervals. According to the ASME Code, an equivalent capacity rating in terms of B.t.u. per hour is established by multiplying the pounds of steam discharged by 1,000.

As the correlation between water and steam ratings for different valve designs is variable, no average conversion factor is available. However, AGA Research Report states that all hot-water storage tanks should be equipped with AGA water-rated temperature-relief valves having a heat input capacity five to six times the tank heat input, in order to prevent the development of dangerous pressure and temperature conditions. On the basis of this analysis, it means that the water rating is about five to six times the steam rating.

5. If an AGA tested and listed combination pressure- and temperature-relief valve is provided on a storage tank, why is a separate ASME pressure-relief valve being specified by certain U. S. Government agencies?

Actually, the pressure-relief-valve



What is your
P/OH*?

*Pounds per operator hour

This dry cleaning business is "tough" to get rich on! Whenever labor is a major part of your cost, operating efficiency makes *all* the difference...and what better way to measure efficiency than *Pounds Per Operator Hour* of garments cleaned?

Incidentally, have *you* ever applied this scale to your cleaning department and then compared it with the P/OH figures of WASHEX equipped plants?

There's a big difference between the old, conventional-type operation and a modern WASHEX cleaning department run by AUTOMATION!

WASHEX Combination Washer-Extractors, equipped with the Auto-Cycler, reduce the cleaner's task to easy loading and unloading of the machine, flipping a switch, and...the rest is done *automatically*! At the end of the cleaning cycle a whistle signals the operator for the next load. Meanwhile, he has accomplished many other duties, such as spotting, assorting, tumbling, or maybe he's handled even a whole battery of machines.

Flexible? Yes, the WASHEX Auto-Cycler can be set for *any* desired cleaning cycle; single or two bath, short or long rinse or extraction periods. Short-run-specials may be added at any part of the cycle. The machine and valve can, if ever desired, be operated *manually*.

Interested in increasing the P/OH of your cleaning production? Why not call your nearest WASHEX distributor, or clip this ad to your letterhead and mail it to us for more information. No obligation, of course.



WASHEX MACHINERY CORPORATION

192 Banker Street, Brooklyn 22, N. Y.

6-151

feature in the combination valve is only recognized in the Standard to the extent that it satisfactorily relieves the pressure due to thermal expansion of the heated water. For this reason there is no requirement covering a discharge capacity for that part of the valve which functions as a pressure-relief device. Because of this situation, the various U. S. Government agencies do not allow any credit for the pressure-relief-valve feature on the combination unit and insist on a separately installed ASME tested and rated relief valve with a capacity expressed on the basis of a steam rating.

It should be mentioned that these requirements generally apply to storage tanks with a capacity of 120 gallons or less and an hourly heat input greater than 100,000 B.t.u. per hour. For the smaller tanks the Government agencies currently stipulate that an AGA tested and listed combination pressure- and temperature-relief valve rated on a water basis may be used.

Why the attitude of adequate protection for water-supply storage vessels changes with size is difficult to justify as it would appear that the potential explosion hazard is the same

whether one is dealing with a 30- or 120-gallon tank of water under pressure.

Conclusions

1. Should it be pressure relief? According to the ASME Codes all hot-water supply systems above 120-gallon capacity and an hourly heat input greater than 100,000 B.t.u. shall be provided with an ASME pressure-relief valve (rated on steam) having sufficient capacity to match the gross heat output of the equipment, and set to open at a pressure not exceeding the allowable working pressure of the vessel. If such safety protection is considered desirable for the large systems, it logically follows that the smaller systems, such as the 30-gallon, self-contained, direct-fired service water heater should be similarly protected.

2. Should it be temperature relief? To prevent excessive temperatures backing up into the cold-water line and causing plumbing-fixture breakage, and to comply with the several local plumbing codes and Government specification covering hot-water-supply installations, an AGA temperature-relief valve (rated on water) should be provided with sufficient capacity to match the heat input to the equipment.

3. Even though many contemporary AGA temperature-relief valves are rated to maintain hot-water supply systems at a temperature below 212° F, inherent design and application procedure do not consistently attain the accomplishment of this objective. This fact, plus the recognition that all water-supply installations are potentially closed systems, nullifies the claim that temperature-relief devices rated on water can prevent explosions. Whether a temperature-relief valve alone rated on steam discharge capacity would provide safety is currently a matter of question and debate. From the data presented in this paper, it is evident that a pressure-relief valve is needed in addition to a temperature valve.

4. Should it be both pressure and temperature relief? From the viewpoint of the ultimate in safety on all hot-water supply systems it may be concluded from this discussion that a separate ASME pressure-relief valve is essential, and that a separate AGA temperature-relief valve should be used. Where a combination pressure- and temperature-relief valve is considered, it is important to have not only the AGA water rating on the temperature side, but a steam rating on the pressure side of the relief valve. # #

How to make more Profit without getting more business...

You can easily increase your profit if you can do these two things:

1. Reduce Your Fuel Bill. Armstrong steam traps have cut fuel bills 10% to 30% and more in hundreds of plants.

2. Reduce Your Direct Labor Costs. Armstrong steam traps have increased output up to 30% per machine in hundreds of plants.

How much permanent additional business would be needed to equal 10% to 30% of your fuel cost—also to equal up to 30% of your direct labor cost? How do Armstrong traps accomplish these results? Why are more used in your industry than all other makes combined? Write today—we'll be glad to give you complete facts and figures without obligation. Act now to profit sooner.

ASK FOR BULLETIN 233—tells what size trap to use on every machine in your plant—tells how others have profited. Write:

ARMSTRONG MACHINE WORKS
850 Maple St., Three Rivers, Mich.

ARMSTRONG STEAM TRAPS

Unconditionally guaranteed to satisfy you

BONUS VALUES that improve profits:

"Eliminated need for new machines," says California plant.

"Improved quality of work," says Chicago laundry.

"50% less trap maintenance," says Eastern laundry and cleaning plant.



Standard side inlet, side outlet, the dandiest little trap made, perfect for most applications!



With a built-in strainer, saves installation time and labor, costs less than a trap and separate strainer, too!



Increase solvent filter capacity with automatic Armstrong air relief traps. Ask for details!

BETTER INVESTIGATE, MISTER

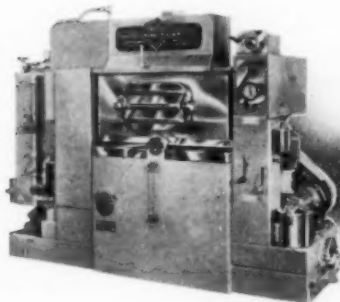
YOU CAN'T BEAT *Shields* FOR SYNTHETIC DRY CLEANING EQUIPMENT

The new SHIELDS Sludge Receiver and Reclaimer, an integral part of the SHIELDS Synthetic Dry Cleaning Unit, reclaims solvent that ordinarily would be discarded. After backwash, sludge is automatically pumped to the sludge reclaimer without messy, manual handling. When sludge reaches sufficient level the reclaimer goes to work, reclaiming practically all solvent used. Residue powder is removed dry.

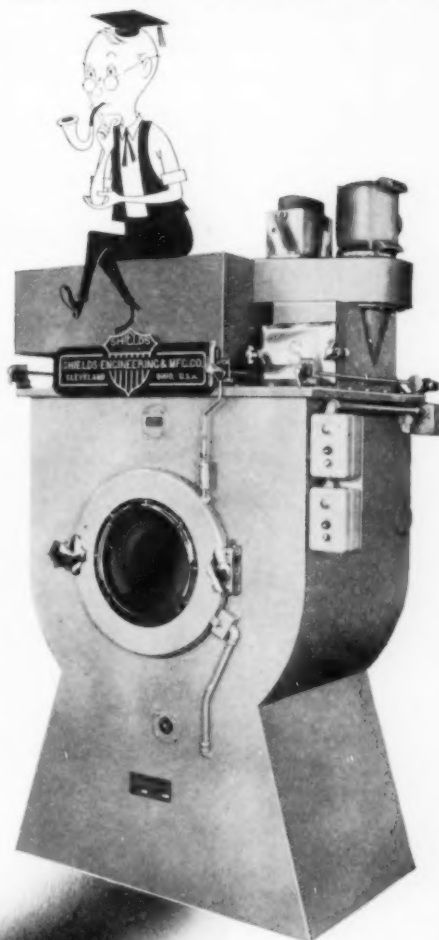
12,000 POUNDS OF CLEANING PER DRUM OF PERK

Many cleaners using 4% Charge and rinse with the SHIELDS unit equipped with tubular filter and combination muck receiver and cooker report: "Cleaning of 12,000 Pounds Per Drum of Perk."

SHIELDS Synthetic Dry Cleaning Units (including the Muck Reclaimer) require only 22 square feet of floor space and can be taken through 35" door opening . . . a king-sized unit in a compact package, single or two-bath system.



SHIELDS Automatic Cold Unit



CHECK THESE FEATURES:

SHIELDS Solvatrol with 50 pounds capacity, constructed of high-test metals throughout, including a completely monel cylinder. The Solvatrol produces greater load volume (3 loads per hour), at greater savings and profit for you.



**SHIELDS ENGINEERING
& MANUFACTURING CO.**
277 East 156th St., Cleveland 10, O.
U. S. A.

Clip and Mail, Today!

SHIELDS ENGINEERING AND MANUFACTURING COMPANY
277 East 156th Street • Cleveland 10, Ohio
U. S. A.

- | | |
|--|---|
| <input type="checkbox"/> SHIELDS Solvatrol | <input type="checkbox"/> SHIELDS R-51A Champion |
| <input type="checkbox"/> SHIELDS "Cold" Unit | <input type="checkbox"/> I am interested in your New Sludge Reclaimer |

NAME

FIRM

ADDRESS

CITY ZONE STATE



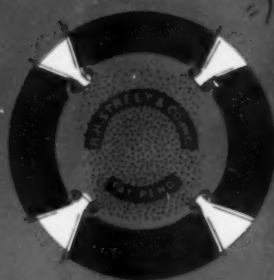
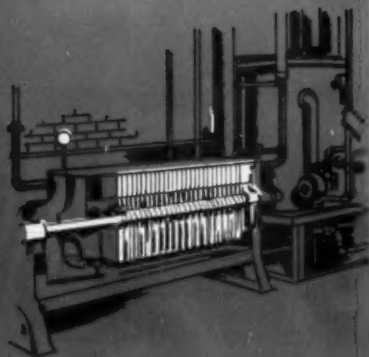
CELEBRATES

80th anniversary

1876 ★ 1956



THROUGHOUT ITS 80 YEARS of service to the textile maintenance industries STREET'S has pioneered many innovations which contributed to continuous progress. ☆ Back in 1899, STREET'S was the first to import Milo paste drycleaning soap from France. This formula set the pattern for the paste drycleaning soaps made in the U.S.A. during the ensuing quarter century. ☆ However, the most spectacular contributions made by STREET'S came during the period of 1927 to 1953. In this 26-year span STREET'S introduced five "Firsts" which have given an entirely new concept to commercial drycleaning.



1927 FIRST PRESSURE FILTER

In March of 1927 STREET's installed at the *Unique Cleaners of Kenosha* what is believed to be the first pressure filter sold in the U.S.A. for commercial drycleaning. This installation marked the start of extensive chemical research in the perfection of soluble detergents adaptable to pressure filtration.

1946 FIRST STATIC CONTROL

Pages 74 to 76 of the August 1946 issue of *National Cleaner & Dyer* carried a treatise in which STREET's described the first anionic-nonionic drycleaning detergent designed specifically for imparting electrical conductivity to drycleaning solvent. The superior results produced by "STATICOL FOR STATIC CONTROL" may be summarized by the following excerpt from page 76 of the 1946 *National*: "In the absence of static the soil is removed readily, and the loosened lint and dirt particles are deposited in the trap or on the filter plates instead of being redeposited on the fabrics from which they were removed."

1951 FIRST S.S. TEST KIT

In the August 1951 issue of *National Cleaner & Dyer* STREET's released a 3-page treatise announcing the development of the first method of titration by which the cleaning-room worker could determine with laboratory accuracy the percent active detergent in his charged solvent. Prior to this development the charged system of drycleaning was impractical because of the non-uniformity in percent active detergent.

1952 FIRST EXTRACTOR-RINSE

In the December 1952 issue of *National Cleaner & Dyer* STREET's announced the first EXTRACTOR-RINSE process designed for the removal of excess non-volatile matter from fabrics having been cleaned in a charged system. This invention made possible the repeated use of a highly concentrated charge without leaving excessive amounts of detergent or impurities in the cleaned fabrics.

1953 FIRST CONDUCTIVITY CONTROL UNIT

The January 1953 issue of *Cleaning Laundry World* surprised the industry with a new apparatus which supplied the missing link in the micelle principle of drycleaning. When used with 4% 886 the new CONDUCTIVITY CONTROL UNIT provided the two constants necessary for near-elimination of wet-cleaning without wrinkling: (1) constant moisture level in solvent equal to 3/10% by volume, and (2) constant moisture absorption by fabrics based on 15% dry weight of rayon. Inasmuch as the safe removal of water soluble soil has been the goal of drycleaners for many decades, STREET's considers this invention the crowning achievement in 80 years of pioneering in the textile maintenance industries.

ASSOCIATION NOTES

Local Meetings: "Don't make a football out of your customer" was the advice given by Robert H. Graham, director of customer relations for May Company, at a recent meeting of The Cleveland Cleaners Institute. In his speech Mr. Graham included a discussion of claims and adjustment and methods by which drycleaners and department stores may achieve a closer harmony.

Ernest K. Henderson, secretary of the Cleansing Plant Owners of Massachusetts, was guest speaker at a dinner meeting held by the Milford (Massachusetts) Area Dry Cleaners and Launderers Association.

A weekend affair at North Bay, Ontario, was given by the Northern Ontario Conference of the Dry Cleaners Institute (Ontario) Limited some time ago. Saturday night's social agenda included a dinner and dance. Sunday morning members heard a talk by Frank Hurd of R. R. Street & Co. Inc., and heard reports of officers.



Dyers Elect: The Garment Dyers Guild of America recently elected Irvin Duffen (second from left), of Duffen Dye Works, Portsmouth, Virginia, president of the organization. He succeeds Lawrence Jacobson, at his left, of Jacobson Dye Works, Philadelphia. Other officers in photo are Mrs. Lucien Dietrich, Dietrich Dyers, St. Louis, Missouri, secretary-treasurer, and William Stuewe, Seneca Dyers, Inc., Rochester, New York, vice-president.

The Guild held its annual clinic and business meeting in New York City June 8 and 9. Thirty-six dyers toured the Tru-Color Dye Works, Inc., plant in Long Island City, the scene of the clinic.

A luncheon-business meeting fea-

Members who attended the June 18 meeting of the Lakeshore Division indicated their willingness to participate in the advertising program proposed by the Institute.

#

North Carolina Conference: Plans are now under way for the third annual NID Field Educational Conference to be held at the Hotel Charlotte, Charlotte, N. C., August 18 and 19, under the sponsorship of the North Carolina Association of Launderers and Cleaners. A choice of several management and practical aspects of NID services is being offered, based on members' wishes. Included in the seven basic areas of discussion are: business administration, production management, supervisory techniques, public relations and sales promotion, spotting and wetcleaning techniques, the drycleaning room, and current garment and fabric problems.

tion of waste heat can provide free power and Mr. Thompson described synthetic dyeing.

Program chairmen were Lawrence Jacobson, immediate past-president, and Gabriel Illovsy and Rose Slavin of the Tru-Color Dye Works.

#

Illinois Clinic: Nearly 300 persons registered at a recent clinic sponsored by the Illinois State Cleaners & Dyers Association. State officers present were Clarence Falsted, president; Paul Betcher, secretary and treasurer; Hugh Smith, Wendell Lomlen and Joe Stork, directors, and Oscar Howard, executive field technical director of the Illinois Plan in connection with the NID.

The Phoenix Cleaners of Rockford played host. Groups of people were sent to six different stations. At the first Curt and Carol Friedland of Foster Stephens, Inc., showed cartoons illustrating how to cure box-storage problems.

Morry Friedlander and Joe Whalen of the Davies-Young Soap Co., on hand at the second station, spoke on the promotion and use of the company's soap process. An informative speech on pumps was given by J. B. Diepenbrock of Washex Machinery Corp. Jim Washburn described how to get production and quality through the use of a fully automatic machine.

The fourth station featured a talk by Roy Hatcher and Bill Anderson of H & A Garment Sizing Company on the use of the company's wheel sizing. George Schlemon, representing Bill Glover, Inc., was at the fifth station demonstrating the company's steam-air finisher. A story technique was used by Jack Gleaton of H & A to illustrate ways of achieving better production and wrinkle-free finish in the silk finishing department.

Following a tour of the stations members enjoyed a smorgasbord.

#

Local Elections: Members of the Niagara District Division of the Dry Cleaners Institute (Ontario) Limited have elected Bob Sidoff of Sidoff's Cleaners & Tailors as their new chairman; Ed King, Dunville Cleaners, vice-chairman; C. Lighthouse, Ridgeway Cleaners, treasurer, and H. A. Dayton, secretary (perennial). Members of the executive committee are

tured talks by Arthur Schuelke, editor of The NATIONAL CLEANER & DYER, and David E. Rothschild, head of the David Rothschild Advertising agency. Mr. Schuelke's suggestion of using the word "re-coloring" rather than "dyeing" to more accurately describe the specialized work received favorable comment. Mr. Rothschild, who handles the Guild's advertising, outlined the organization's public relations program.

The main speakers at the evening banquet were James J. Coleman, chief engineer, Laundry & Textile Division of The Patterson-Kelley Company, Inc., and Lawrence S. Thompson, manager dyestuff technical department, General Dyestuff Company. Mr. Coleman pointed out how the reclama-

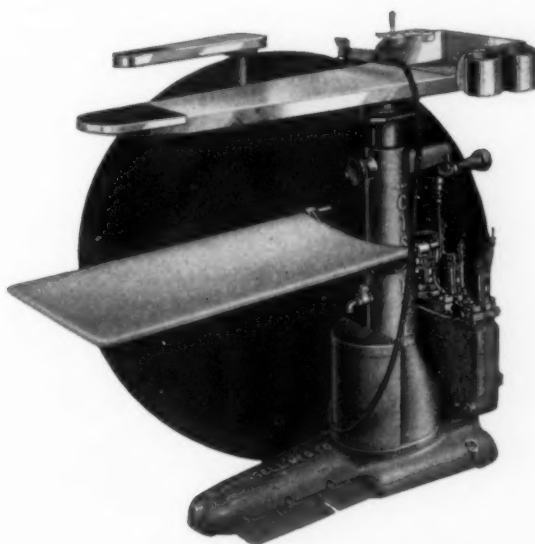
In Spotting . . .

**go to the "wet side"
for amazing results**

Here's the spotting board that has everything . . . dry, moist, or wet steam and a *concentrated vacuum*. Spot and dry large areas with ease. Cut wet-cleaning and re-cleaning to a minimum, eliminate feathering . . . sizing rings . . . discoloration . . . "blow-off" with dry steam. For quality work, provide your operators with *the best in spotting equipment!*

Powerful Concentrated Vacuum

. . . on tips of both spotting board and swinging sleeve board — keeps wetted areas under control . . . provides rapid drying in "dry" spotting. When solvents, soaps, bleaches are necessary, the white vitrolite top is unexcelled — its white surface enables spots to be seen with ease.



Stainless Steel pan with fine nickel screen on tips of both spotting board and swinging sleeve board . . . sturdy, cast iron base . . . compressed air connection for hot air . . . height adjustable to suit operator.

CISSELL

VACUUM SPOTTING BOARD



**Cissell Equipment
in use
the world over**

W. M. CISSELL MFG. CO., INC. — LOUISVILLE 1, KY.

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles.
Foreign Distributors write Export Dept.—Cable Code "CISSELL".

Consult Your Jobber



F. Steiger, York Cleaners, P. Lobosco, P. & G. Cleaners, T. Wilson (former chairman), Coburn Cleaners, and Ed King.

The Kawartha Division of the Ontario association also chose a new slate of officers. Ken Bailey of Victoria Cleaners will act as president with Ernie Ferguson of Ferguson's Clean-

ers & Launderers in the role of secretary-treasurer. The executive committee consists of past chairman Robert Parker, A. Piel, Weldon Fanning, Jr. and A. E. Stoneburg.

The Toronto Division of the Institute elected officers at its final meeting of the year. Mervyn Keith of Keith's Cleaners & Dyers was chosen chair-

man and Perc Hunkin of Danforth Cleaners vice-chairman. George Fine of Embassy Cleaners and L. J. Gibson of Gibson's Cleaners were elected to the executive committee. A vote of thanks to the chairman, Jack Pulfer, and his executive committee for the excellent work done during the past year was extended by Jack Snitzer.

N.I.D. NEWS



Girl Takes Honors: At the recent graduation ceremonies held for NID's ninety-fourth general course in drycleaning plant practices, Miss Louvain Chapman, 19, ranked ahead of 12 men in the 13-student class with an over-all average of 93.08 percent. In so doing she became the first girl to achieve top ranking since the Institute began inscribing the top student's name on a trophy donated by the sixtieth general course in December 1946.

Miss Chapman is also the fourth winner of the John P. Gray Memorial Scholarship. Sponsored by the NID Alumni Society, the scholarship is valued at \$275 and entitles her to attend NID's 4-week management course. Miss Chapman hopes to attend the spring session. For the past four years she has been with Smart Cleaners, Hamilton, Ontario, Canada.

Edgar Y. Walter, Jr., manager of Twin City Laundry, Inc., North Quincy, Mass., and Karel J. Bannenberg of Maracaibo, Venezuela, were runners-up.

Shown above in the NID lecture room are the 13 graduates. Front row, left to right, are Robert D. Boone, Boone Cleaners & Laundry, Elizabethtown, Ky.; Edgar Y. Walter, Jr., Twin City Cleaners, North Quincy, Mass.; Robert E. Tobin, Parker's Chelsea Cleaners, Chelsea, Mich.; and Donald A. Berry, Scott's Super Cleaners, St. Johnsbury, Vt.

Second row: Marshall S. Money-maker, Bowman's Cleaners, Kensing-



ton, Md.; R. Marwan, Batik Institute, Jogjakarta, Indonesia; Louvain D. Chapman, Smart Cleaners, Ltd., North Hamilton, Ontario, Canada; Owen C. Good, Safeway Cleaners, Tulsa, Okla.; and Robert D. Becraft, Becraft's Fairway Cleaners, Fairway, Kans.

Third row: Shigenobu Hoshida, Mountain View, Calif.; Neil G. Daboul, Springfield, Mass.; Eugene D. Kennedy, Kennedy Launderers & Cleaners, Springfield, Ill., and Karel J. Bannenberg, Lavanderias Amuay S. A., Maracaibo, Venezuela.

Pictured in the photo above congratulating each other upon their election are the officers of the ninety-fourth general class on winding up their studies at the National Institute of Drycleaning. Left to right, they are Donald Berry, Scott's Super Cleaners, St. Johnsbury, Vt., vice-president; Bob Tobin, Parkers-Chelsea Cleaners, Chelsea, Mich., president, and E. Y. Walter of Twin City Cleaners, North Quincy, Mass., secretary-treasurer.

Hubbard Laboratory Dedication: Dedication ceremonies of the C. C. Hubbard Memorial Science Laboratory will take place August 11 in the NID school building, Silver Spring, Md. The ceremony will be held as part of Back Home Day, the annual reunion of the school's alumni. Main speaker at the affair will be Alfred D. Sieminski, Democratic representative from New Jersey, who was graduated from the thirtieth general course.

The laboratory is made possible through a bequest of the late C. C. Hubbard, NID's first director of education, who guided many classes



ALFRED D. SIEMINSKI

through its general course in drycleaning plant practices in the late 1920's. Affectionately known as Hub, C. C. Hubbard was one of the first men in the drycleaning industry to make a thorough study of fabrics and the means and methods for securing the best results in cleaning them. Extremely active in all phases of the industry, Mr. Hubbard was also the author of the first textbook used by the National Association.

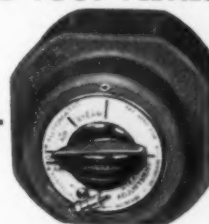
The renovated, fully equipped \$10,000 laboratory replaces one used since the drycleaning school was founded in 1927. It will serve as a living memorial to this pioneer in vocational education for drycleaners.



The Form Finisher that
STEAMS . . . DRIES
. . . AND CUTS OFF

Automatically

NO FOOT PEDALS



CISSELL
 BUILT
 TIME
 SWITCH

FREES OPERATOR FOR OTHER WORK

CISSELL

FULLY AUTOMATIC FORM FINISHER

The fully automatic Cissell Form Finisher permits operator to finish one garment while machine steams and dries another. Cissell Elevated Steam Valve, at top of extra large steam chamber, eliminates water . . . provides moist steam for fast finishing. Built for years of dependable service . . . guaranteed for one year against manufacturer's defects.

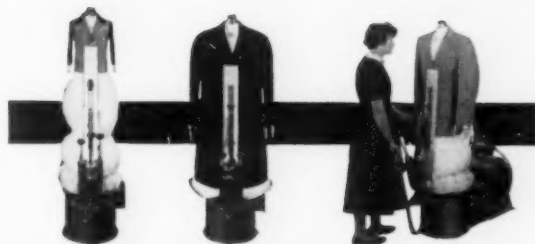
CISSELL FORM FINISHER with 1 set of #24 Sleeveless and 1 set of #11 Sleeveless: \$500 F.O.B., Louisville, Ky.

W. M. CISSELL MANUFACTURING CO., INC.
 LOUISVILLE, KENTUCKY

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles, Calif.

Foreign Distributors: write Export Dept.—Cable Code, "CISSELL".

Consult Your Jobber



FINISH ANY SIZE GARMENT — SILK OR WOOL

from size 1 to the largest

- Adjustable waist, hip, lower controls.
- Adjustable shoulders (10½" to 19" expansion).
- Cast aluminum shoulder form.
- Stainless steel frame.
- Rear clamp for holding vent of long coats.
- Front clamp raises or lowers 5" for short or long garments.

Idaho Meets in Sun Valley

NINETY DELEGATES attended the annual Idaho Launderers' and Cleaners Association convention, held this year at Sun Valley, May 4 and 5. Cool weather and occasional showers failed to dampen the spirits of the fun-loving Idaho gathering, even though it would have taken an Act of Congress to get them out of bed in the mornings.

The most drastic step taken was the "Welcome Wagon" (or "Un-welcome Wagon") on the last day of the meeting. A group of self-styled vigilantes with a cart loaded with first-aid items, including tomato juice, hot coffee and other refreshments, began a door-pounding tour of the rooms at the ungodly hour of 7:00 a.m. to insure an audience for the Saturday morning speakers. That in itself wasn't too bad, but one of the waker-uppers had a small flash camera!

Speakers for the meetings were Al Graham, R. R. Street & Company Inc.; Howard Smith, Emery Industries; Dr. Dorothy Lyle, National Institute of Drycleaning, and Lou Bellew, West Coast editor of STARCH-ROOM LAUNDRY JOURNAL and NATIONAL CLEANER & DYER.

Al Graham's topic was "Wanted—New Customers — No Experience Necessary." He showed the advisability of doing out-of-the-ordinary things, which he referred to as "gimmicks," to attract attention to the plant. Once the gimmicks get potential customers' attention enough to attract them into the plant, then is the time to impress upon them the superiority of your service . . . and



OFFICERS AND DIRECTORS, left to right: Ed Bierie; Elwood Hopkins; Ken Babcock, retiring president; Gordon Carlson; Orville Kitts (culprit with flash camera on wake-up committee); John Baird (hidden), secretary, and Lewis Wheeler



MEETINGS were held in lounge, held interest of delegates

to hold them as regular customers.

Speaking on "The Path of Total Management," Howard Smith showed no plant can be as profitable as possible unless management takes the trouble to study every phase of its operation and keep accurate records regarding costs of operation.

Lou Bellew spoke on "Gadgets" used in various laundry and cleaning plants as aids to production and sales.

Ray Showell, NID director from Salt Lake City, Utah, spoke briefly on Institute matters, and Dr. Dorothy Lyle gave an interesting discussion on "Fashions and Fabrics," a talk that was highlighted by a large display of samples of new fabrics and various controversial ones.

Saturday night wound up the affair in the usual grand manner, with the President's banquet and dinner dance.

The new slate of Idaho Launderers and Cleaners Association officers includes: president, Gordon Carlson, Buhl Laundry, Buhl; first vice-president, Elwood Hopkins, Finer Cleaners, Pocatello; second vice-president, Ed Bierie, National Laundry, Salmon. Directors are: Lewis Wheeler, La Mode Cleaners, Mountain Home; Orville Kitts, Weiser Laundry, Weiser; Paul Ammon, Batchelor Laundry, Coeur d'Alene; Ed Pederson, Paramount Cleaners, Idaho Falls; Roy (Bus) Isham, Troy Parisian Laundry, Pocatello, and Ken Babcock, Segal Cleaners, Burley.—Lou Bellew

West Virginians Learn and Play

BUSINESS COMBINED with pleasure provided a stimulating convention for the West Virginia Launderers and Dry Cleaners. Held in Charleston May 11-12, the meeting drew over 100 plantowners and allied tradesmen.

The attendants were treated to some of the top industry speakers, who discussed management problems, plus a generous program of relaxing diversions. The first afternoon was de-

voted to a golf outing, followed by a buffet supper and bingo games.

The ladies weren't overlooked, either. An elaborate style show for the girls was conducted by the leading department store in Charleston. Three gift certificates, worth \$100 each, were won by three lucky ladies at the show.

Al Jordan of Emery Industries headed the work sessions, and talked

on "Potentials for Profits." He emphasized the importance of an adequate advertising budget, cited actual case histories showing the results of merchandising. Plant increases closely paralleled ad expenditures. Those plants that spent little either showed no gain, or worse, were on the decline.

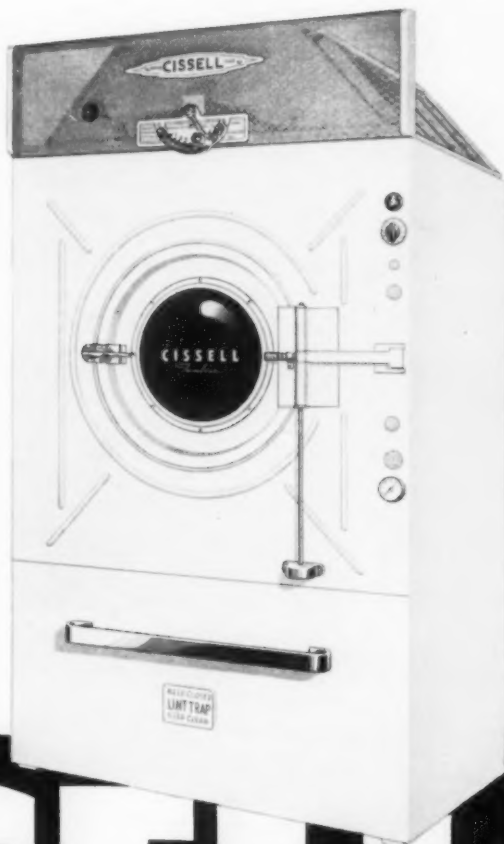
George Y. Klinefelter, a district director of the American Institute of Laundering and president of Elite

FEATURES YOU WANT AND NEED!



**Maintain exact temperature with
CISSELL
8-STAGE HEAT CONTROL**
Requires but a second to set or reset

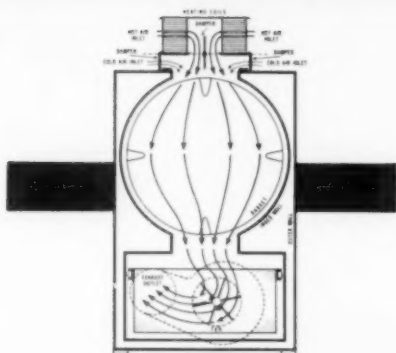
NO-SAG BASKET
Specially designed
to take the load
without need of
auxiliary supports



CISSELL

STEAM-HEATED DRYCLEANING TUMBLERS

SINGLE BASKET 36" x 18" — 36" x 30" — 42" x 42"



**Double Walls add
strength . . . greatly
reduce heat loss**

Cissell Tumblers are built for rough day-in, day-out service — and they're mighty good-looking, too. Today, sensitive fabrics must be dried at a very low temperature to avoid scorching, shrinking and over-heating of stains. Selector Knob on Cissell 8-Stage Heat Control can be moved from "Cold" to "Hot", or to any intermediate stage, and the desired temperature is positively maintained. Cissell Tumblers have a large volume of air for fast drying and complete deodorization; a 2-Way Fire Extinguisher; a Static Steam Spray from pre-heated chamber; separate fan and basket motors; heavy-duty Gear Reducer; full-width Lint Drawer. Simple maintenance — all parts easily accessible.

ALSO AVAILABLE: Cissell Gas-Fired or Steam-Heated Laundry Tumblers: Double Basket "TWIN"; Single Basket 36" x 18", 36" x 30", 42" x 42".

W. M. CISSELL MFG. CO., INC. — LOUISVILLE 1, KY.
Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles.
Foreign Distributors write Export Dept. — Cable Code "CISSELL".

Consult Your Jobber



CONVENTION ELECTED new officers. Shown left to right: H. Clifford Morris, Edward B. Judy and C. W. "Bill" Barker



DELEGATES ARE REGALED by Paul Jacobsen of Wallerstein Company. Two other featured speakers enjoy his comments. In center, Al Jordan of Emery Industries and George Klinefelter, AII district director and president of Elite Laundry Company, Baltimore

Laundry Company, Baltimore, followed. He stressed the need for greater training and motivation of route salesmen. His firm recently supplied its men with canned sales talks

which were carefully rehearsed and then put into practice with personal supervision on the routes. The results were more than gratifying, according to Mr. Klinefelter.

Paul Jacobsen of the Wallerstein Company next covered newest methods of using spot digesters in the wheel, with charged systems. His talk was accompanied by slides to give the audience a complete step-by-step picture of this new technique.

After a luncheon break, Fred Sauerbrey of the Prosperity Company brought the audience up to date on laundry trends. He discussed the laundry of today and tomorrow, highlighting cash-and-carry drive-in developments. Shirt laundries came in for their share of comment, also.

Other speakers included Jack Ireland of the National Institute of Drycleaning. Jack told the members of the latest developments involving the charged system method of cleaning. He discussed the chaos of labels that has come about since the widespread acceptance of this type of cleaning, citing some of the misconceptions on the part of some garment manufacturers.

At a business meeting preceding the last evening's banquet and floor show, new committees were appointed and a new slate of officers was elected. Edward B. Judy of Richwood was made president, while H. Clifford Morris of Charleston became vice-president. C. W. "Bill" Barker of Charleston is the new secretary-treasurer.—Art Schuelke

New Jersey Seminar Scores

AN IMPOSING ARRAY of speakers at the thirty-seventh annual convention of the New Jersey Laundry and Cleaning Institute concentrated their remarks on how plantowners can best increase sales.

The eight persons who answered such questions as, "What is the solution of today's quality and cost problems?" "Would new methods of pricing encourage an increase in sales?" and "How can the industry do a more effective public relations job?" included:

A. L. Christensen, manager of the department of production and engineering at the American Institute of Laundering; John Carruthers of John Carruthers & Company, Boston; Benjamin B. Foster, Fosters' Laundry, Gloucester, N. J.; Joseph Plonski, Columbian Laundry, Newark, N. J.; Richard T. McBrien, St. Mary's Laundry, Inc., Ardmore, Pa.; Walter L. Spallholz, Universal Laundry, Inc.,



CONGRATULATING each other are Richard L. Corby, Jr. (left) and Harold C. Buckelew, returned to posts of president and executive secretary respectively

Portland, Me.; George Y. Klinefelter, Elite Laundry Company, Baltimore, Md., and the New York Betty Best, emissary of the Professional Laundry Foundation.

The speakers later formed a panel and more questions were fired at them by the 210 persons in attendance. Serving as moderator during this session was John D. Campbell, Modern Laundry & Dry Cleaning Company, Philadelphia.

Richard L. Corby, Jr., Corby's Enterprise Laundry, Summit, and John Plonski, Columbian Laundry, Newark, will serve as president and vice-president respectively.

Richard V. Whalen, former executive-secretary to the New York State Launderers and Cleaners Association, was introduced in his new capacity as associate secretary under Harold Buckelew, executive secretary.

—Roger Ganem

IT'S **Writing History . . .**

FOR SUPERIOR HYGIENIC CLEANING

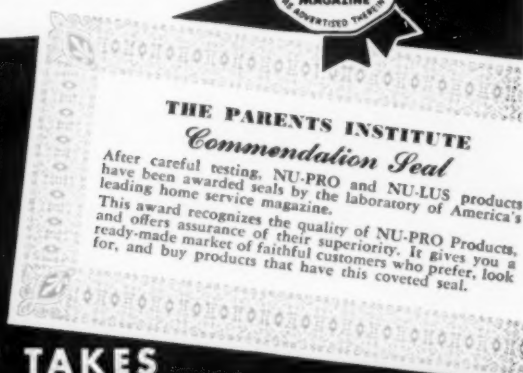
CHARGIT

POWERFUL DETERGENT



...the **SUPER-CHARGE**
of all charge soaps!

by **NU-PRO**



...that **HAS WHAT IT TAKES**
and **TAKES LESS TIME at LESS COST!**

- IS FAST ACTING
- ELIMINATES DISTILLATION TROUBLE
- AFFORDS EXCELLENT SOIL REMOVAL
- REDUCES SPOTTING & WET CLEANING
- DOES NOT RING IN SPOTTING
- DOES NOT CAUSE FILTER PRESSURE
- LEAVES NO ODOR & IT IS ECONOMICAL

Garments cleaned by the odorless NU-PRO 'CHARGIT' system
LOOK BETTER, FEEL BETTER, WEAR LONGER

NU-PRO mfg. co.

2918 WASHINGTON AVE. ST. LOUIS 3, MO.

SEE YOUR NU-PRO JOBBER...
FIELD MEN WILL DEMONSTRATE...
OR WRITE US DIRECT FOR FULL DETAILS



CHOSEN NEW PRESIDENT of North Carolina Association is Charles Roach of Durham



DELEGATES ABSORB new facts on production, human relations and fabrics during two-day session

Tarheels Meet at Raleigh

REGISTRATION TOPPED the 200 mark at the forty-ninth annual convention of the North Carolina Association of Launderers and Cleaners which took place at the Sir Walter Hotel in Raleigh, May 11 and 12.

Charles Roach, Model Laundry, Durham, succeeds P. K. Ewell as president. Newly elected vice-presidents are James K. Beck, Durham; Roy Tripp, Greenville, and John N. Davis, Asheville.

Guest speakers for the occasion included Denys Slater, president of the American Institute of Laundering, who discussed various phases of employee and public relations. Frank A. Prather, president of the National In-

stitute of Drycleaning, emphasized the importance of budgetary planning as a guide to successful plant operation.

Victor D. Oakley, Sta-Nu Corporation, opened the speakers' program with an address on "Management's Responsibility and Sales."

A. L. Christensen, AIL production and engineering department manager, took a look at the industry's bright future and suggested a dozen ways to increase quality and production in the plant.

Professor Henry A. Rutherford, head of the textile chemistry department at North Carolina State College, classified a number of fabrics and finishes into chemical and physical

categories and cited the need for a labeling program to identify undistinguishable modern day fabrics.

Two Association members also addressed the assembly. By popular request Mrs. Louise Bennett, Rocky Mount, repeated the speech she made at the Young Men's Conference last January at San Francisco, entitled "What You Cannot Insure." And plantowner M. F. D. Newtown gave his observations on the shopping-center operation based on his own experiences in a center at Raleigh.

Many worth-while ideas came out at the two-day session and the convention was considered a social success.—Henry Mozdzer

Round Table at New Hampshire

ALTHOUGH it met for only one day, the New Hampshire Laundryowners and Drycleaners Association managed to cram as much meat into its session as other groups do in several days.

The annual convention was held on May 26 at Hotel Wentworth-by-the-Sea near Portsmouth.

Actually the sessions didn't start until afternoon. The morning was de-

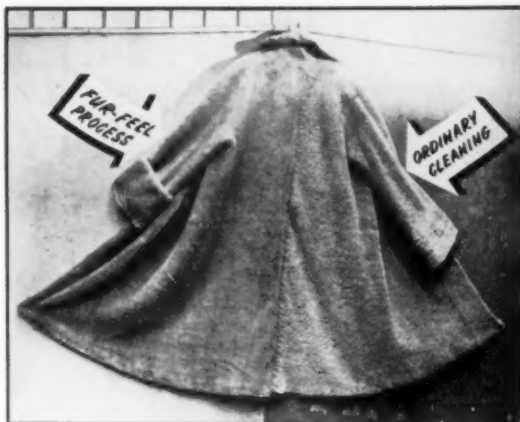
voted to golf, loafing, registration and general visiting. What made the meeting so profitable was the round-table discussions, with all attendants participating. This idea is receiving ever-



NEW HAMPSHIRE plantowners ponder management problems during round-table discussion. One-day meet at famous resort drew over 100 drycleaners, laundrymen and allied tradesmen

RELIABLE**BRINGS YOU MORE!****NEW! GUARANTEED!****PILE FABRIC PROCESS**

FUR-FEEL is the nationally franchised, guaranteed method for processing pile fabric coats. It rejuvenates and restores Orlon-Dynel to look better than new, feel better than new . . . and crush resistant, too! Reliable is a co-developer of the FUR-FEEL process.



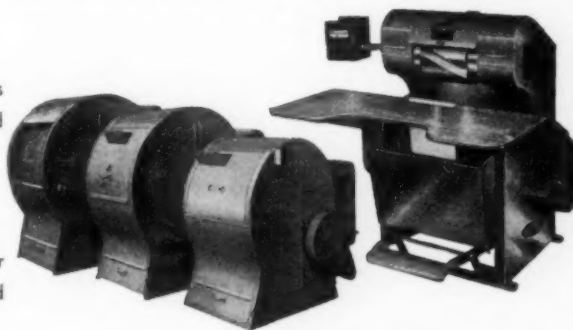
(UNRETOUCHED PHOTO)

FUR CLEANING

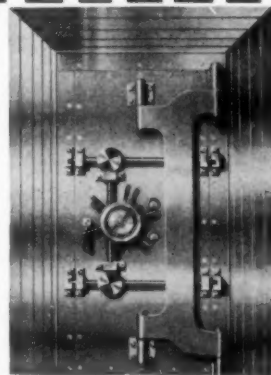
It's the first step in assuring greater volume and profits for all plants. Reliable engineered wood-lined drums and cages provide safe, proper fur cleaning.

FUR GLAZING

Reliable's EL-25 furnishes an all-important beauty factor that adds new lustre to fur garments. Patented, produced only by us.

**FUR & GARMENT STORAGE**

Inch for inch of plant space use, no other service produces a more profitable return. Reliable fur and garment storage vaults can pay for themselves in one season. They assure year round income from fur, cloth garment, rug and box storage . . . and they're guaranteed for absolute protection against moth damage, mildew, high temperatures and stale air.

**"YOU CAN RELY ON RELIABLE"**

See Your Jobber or Write Direct

RELIABLE**RELIABLE MACHINE WORKS, INC.**

231 EAGLE ST., BROOKLYN 22, N. Y.

RELIABLE MACHINE WORKS, INC.

231 Eagle St., Brooklyn 22, N. Y.

Gentlemen: ☐ Please send me full details on the FUR-FEEL PROCESS.
☐ Please send all information and literature on fur and garment storage and fur cleaning and glazing.

Name _____
 Address _____
 City _____ Zone _____ State _____
 Jobber's Name _____



LAST YEAR'S OFFICERS were unanimously reelected to serve another year. Left to right are Robert Little, Royal Dion and Hollis McBurney

growing acceptance at conventions. It was a natural in New England, similar to their town hall discussions.

The audience selected five questions for discussion. They were:

1. What do laundry and drycleaning prices mean to the housewife?
2. How to reduce productive labor costs?
3. How to induce young people into our industry?
4. How important are advertising and promotion?
5. What should price structure depend upon?

The meeting room was broken into several tables of registrants. Each question was given to two tables for 15 minutes of discussion, followed by a summarized report by the tables' chairmen. With nearly 100 persons taking part, much practical information was accumulated.

It was generally agreed that the average housewife isn't too concerned with prices, so long as she gets quality work with the kind of service she needs. Labor costs can be reduced with latest equipment, layout and training, it was felt.

Everyone felt that a real problem confronts the industry in luring young people to the laundry and drycleaning professions. Because of the competitive labor situation every effort must be exerted to improve working conditions and offer extra benefits in the form of job insurance, retirement and similar desirable plans.

All agreed that advertising was essential to plant growth. Prices should be commensurate with all costs, and a fair profit tacked on, but plants should make certain they are really efficient. Customers should not be penalized for plant inefficiency.

It was interesting to note that major questions included so many points on merchandising and real management problems, rather than minor production points. The questions fit in with the subject covered by the speaker who followed the round-table discussion.

Art Schuelke, editor of *The NATIONAL CLEANER & DYER*, discussed the future of laundry and drycleaning plants. He advised plantowners to take full advantage of the potential offered by route selling and charge business. Sales training came in for its share of discussion as did the importance of sound merchandising.

At a business meeting new district representatives were appointed. These men in turn elected officers for the ensuing year. It was unanimously voted to reelect last year's slate. Royal Dion of Nashua remains president, while Hollis McBurney of North Conway retains the vice-presidency. Robert Little of Claremont continues as secretary-treasurer.

A cocktail party and banquet preceded an address by United States Senator Styles Bridges, the main convention speaker. He discussed legislative developments in Washington and their effect on our industries. A program of entertainment wound up an extremely full day. # #

Georgians Meet at Atlanta

MORE THAN 700 members of the Georgia Launderers and Cleaners Association, meeting in annual convention in June at the Biltmore Hotel in Atlanta, heard major problems of the industry aired and solutions cited by leading authorities in the field.

Members learned how the "payroll tax can be a windfall" and how individual taxes could be reduced to a minimum in an eye-opening session conducted by W. H. Wehner and L. C. Butcher, of the Georgia Department of Labor, and Don Channel, attorney for the Georgia State Chamber of Commerce.

Dr. Dorothy S. Lyle, director of consumer relations, National Institute of Drycleaning, discussed fabrics of limited serviceability and materials likely to cause trouble in cleaning and handling.

W. R. Kohl, president of the Lincoln Bag Company, told the group that "next to good cleaning, packaging is the most important element in building new business." He listed



GEORGIA LEADERS elected at convention, left to right: Joe May, Mrs. Eileen McDargh and Henry Herbert Chandler

these important rules for cleaners to follow: operate an efficient plant, employ reliable help, maintain courteous, prompt service and good work at a fair price, identify your product by your wrapper, use modern merchandising methods to hold old customers and build new ones.

Other outstanding speakers included Jerry Daleke, merchandising and

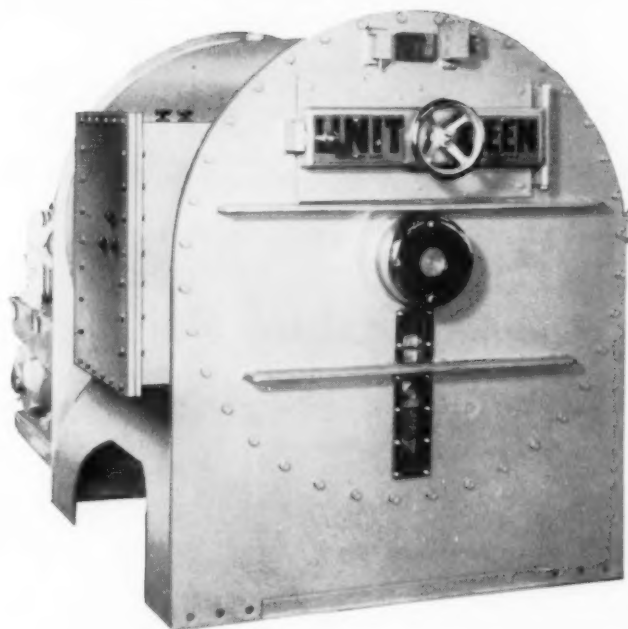
sales training consultant; A. L. Christensen, production and engineering manager, American Institute of Laundering; J. R. Wilson, R. R. Wilson and Co., Atlanta. A lively question-and-answer period followed each talk.

An interesting feature of the convention was a tour of local plants.

The association elected Joe May, Joe May Cleaners and Laundry, At-

FOR THE COST CONSCIOUS CLEANER and his quality conscious customers

BRAUN UNIT KLEEN



BRAUN UNIT KLEEN

**COMBINATION
WASHER
EXTRACTOR**

With a Braun Unit Kleen in your cleaning room, you don't compromise with quality or economy. Unit Kleen's superior washing action combines a big drop with a wet rub and squeeze to deliver quality so high that over 95% of the work is finished without re-runs or spotting. And Braun economy is real economy — with its speed and ease of operation, one man outproduces three or four men using conventional equipment. Eliminating a separate extractor saves time and handling, yet solvent recovery is higher than ever with vibrationless, super-fast extraction, and extra-large outlets.

Available in 65, 100 and 150 lb. capacities, in every degree of automation. Braun Unit Kleen has been proved best for every cleaning method, in single and multiple installations. Compact, rugged, backed by an expert service staff. Make sure your next machine is the best machine for your operation.

G. A. BRAUN, INC.



Pioneer in Automation

461 E. Brighton Ave., Syracuse, N. Y.

G. A. BRAUN, INC.
Dept. 58, 461 E. Brighton Ave.
Syracuse, N. Y.

- ☐ Send full information on Braun Unit Wash.
- ☐ Have your representative call, without obligation, of course.

Name _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____

**ONLY
NATIONAL
CLEANER & DYER
BRINGS YOU
MONEY-MAKING
INFORMATION
LIKE THIS**

*coming in the
September issue:*

**THE ABC's OF
PLANT EXPANSION**

A group of down-to-earth case histories to help you expand when your volume exceeds your physical capacity. How to select locations for package plants . . . how to manage a multiple operation . . . how to partially activate store offices . . . and more . . . are all in this big feature.

**HOW TO DEAL
WITH SYNTHETICS**

Part V in NATIONAL's articles on "Fabric Facts" tells how to turn trouble-maker fabrics into money-making fabrics. Don't miss this important chapter in the biggest, most helpful series on fabrics yet to hit the industry!

All in the September

**NATIONAL
CLEANER & DYER**

305 East 45th Street
New York 17, N. Y.
OREGON 9-4000

lanta, president for a second term. Henry Herbert Chandler, Burnette Cleaners and Dyers, Atlanta, was named vice-president and Mrs. Eileen McDargh of Atlanta was reelected executive secretary.

Directors were named as follows: Arthur Solomon, Jr., and Edgar Eyler, Savannah; Jesse Young, Vidalia; Marvin Wages, Albany; Sydney Garrison, Moultrie; Joe Edwards, Jr., Thomasville; C. L. Booth and Tom Wade, Columbus; Walter Reid, Eastman; Jesse Rogers, Thomaston; Preston Bunn, Griffin.

Also, Akin Chafin, McDonough;

L. L. Goode, La Grange; James Gardner, Jr., Conyers; Isaac Flatau, Macon; Ellis Whitehead, Dalton; Wallace Grant, Rome; Ernest Barrett, Marietta; Tom Smith, Bremen; D. R. Tanner, Douglas; Herbert Bell, Gainesville; Dave Hendricks, Commerce; R. R. Caldwell, Greensboro; O. J. Johnson, Hartwell; H. C. Whitworth, Athens.

C. E. Morgan, Jr., president of the Laundry and Dry Cleaning Club of Greater Atlanta, Sam A. Wix and C. E. Morgan, Sr., charter members of the association, were named to an advisory committee. # #

Public Relations Is Florida Theme

"BUSINESS GOES where it is invited and returns where it is well treated," said Dr. Frank Goodwin in his address on public relations to the 300 members of the Florida Institute of Laundering and Cleaning, who held their annual convention at the Fort Harrison Hotel in Clearwater in June.

Dr. Goodwin, professor of sales and sales management at the University of Florida, stressed the point that no set formula can be given for public relations; it is all of the efforts the business can exert to enjoy the favorable public opinion it deserves.

William L. Browne, director of public relations of the National Institute of Drycleaning, in his speech said the businessman must "look at business through the eyes of his customer and their interests must be the same."

John Monohan of Fort Lauderdale

spoke briefly on the group insurance program which has been formed by the American Institute of Laundering.

Russell J. Rose of the AIL, in his talk on "Let's Give Incentives a Closer Look," said, "Look at your methods and make sure they are simple. Train people properly and then you can utilize their abilities."

Herman O'Steen of Jacksonville was elected president at the final session while Corliss Fox of Fort Lauderdale was named vice-president. W. E. Crowson of Bradenton was the outgoing president.

A Saturday night dinner and dance highlighted the social part of the conference. Many of the wives of the members took short motor tours around the Clearwater area while their husbands were in attendance at business sessions. # #



SOME OF OFFICIALS at Florida convention, left to right: John Monohan, AIL director; Edwin W. Pearce, Greensboro, N. C., past president AIL; David G. Perkins, Jr., Clearwater, convention chairman, and William Crowson, outgoing Florida president

SEC Equipment Guarantees

SAVINGS!

It's simple arithmetic the way Sec Dry Cleaning Systems add up to extra savings and extra profits for you! One of the largest, most complete lines in the industry assures you of the *right* system for *your* shop—and your pocketbook—large or small.

Sec-o-Matic Versatile Systems give greater flexibility of set-up . . . you buy *only* the equipment you need for your *present* volume. And you can add units as your business grows. The plus features on every Sec machine give you *better* cleaning in *far less* time. And you get big savings in cleaning fluid costs, valuable floor space, and in many other ways.

Get complete information today on Sec Versatile Dry Cleaning Systems and how they can save you time and money!

A-SEC VERSATILE RECLAIMER

Reclaims up to 95% of solvent formerly wasted!

B-SEC SUPER-VERSATILE WASHER-EXTRACTOR

World's only vertical synthetic dry cleaning washer-extractor unit!

C-SEC TUBULAR FILTER

For more effective filtration!

D-SEC TIP-TOE CONTROL PRESS

With exclusive Revac® for instant vacuum!



CLEANING SYSTEMS

SEC-O-MATIC NATIONAL DISTRIBUTOR
Carl Blackman, 150 Pine St., Montclair, N. J.

A SUBSIDIARY OF



MAIL COUPON TODAY

SEC-O-MATIC NATIONAL DISTRIBUTOR
Carl Blackman, 150 Pine St., Montclair, N. J.

Please send me complete information
on the Sec Versatile Systems.

Name _____

Address _____

City _____ Zone _____ State _____



Be sure of fine cleaning every time



Control panel with new direct reading relative humidity indicator

Now you can tell at a glance what the humidity is in your washer—and set your humidity control accordingly. You *know* each load is being carried at the proper humidity.



Exclusive Honeywell electronic gold-grid humidity control—reacts immediately to adjust to the slightest humidity variation in your cleaning solvent. You're sure of the *right* water supply *all* the time for your cleaning operation.



Super-accurate Honeywell temperature control—guards the quality of your work. No more cold, inefficient solvents or damaging runaway temperatures. No more danger of excessive fumes, or high temperature shrinkage.

New Honeywell Humidity Control System gives solvent relative humidity at a glance—works with any type of cleaning equipment

YOU GET quality cleaning—load after load—with the new Honeywell humidity and temperature control system working for you. Sensitive, accurate control of your dry cleaning solvent means less spotting, wrinkling and shrinkage . . . brighter colors, fewer breaks . . . less color bleeding and fabric piling.

Only the Honeywell system—made by the world's leader in controls—features the new direct reading relative humidity indicator that tells you the humidity in your washer at that instant. Only Honeywell provides a *complete* system—no additional hardware is required. The system is easily installed, simple to operate and surprisingly low in cost.

This system can be used with one or two bath processes—with any type of equipment—with high or low soap concentrations.

Find out how the Honeywell system can help make repeat customers for you. See your soap or washer manufacturer, call your local Honeywell office, or write Honeywell, Dept. ND-8-117, Minneapolis 8, Minn.

MINNEAPOLIS
Honeywell

112 offices
across the nation



First in Controls

NATIONAL CLEANER & DYER

Eaton Appoints Hubbard



W. N. HUBBARD

Announcement has been made by R. F. McDonald, executive vice-president and general manager, Eaton Chemical and Dyestuff Company, Detroit, Mich., of the appointment of William N. Hubbard to the sales staff. Mr. Hubbard who has had considerable ex-

perience in direct selling, will call on the drycleaning and laundry trade in the states of Washington and Oregon.

Detrex Completes Merger

Detrex Chemical Industries, Inc., Detroit, Mich., formerly Detrex Corporation, has completed the transfer of all outstanding capital stock from the previously jointly held Hooker-Detrex Incorporated, and has also completed the merger of the Detrex Corporation, Hooker-Detrex Incorporated, and the Detrex Realty Company into Detrex Chemical Industries, Inc.

As a result of these negotiations, Detrex will own and operate the entire facilities at Ashtabula, Ohio, which are devoted to the manufacture of trichlorethylene and anhydrous hydrogen chloride. Detrex has also secured for sale the trichlorethylene production of the Tacoma, Wash., plant.

was the introduction of new visual sales aids designed specifically for today's cleaners.

A feature of the Southwest meeting was a talk on teamwork in selling by Jim Henderson. Noel Cooperider, sales training manager, handled the presentations for both groups.

Hammond Holds Clinic

A highly successful drycleaning and laundry clinic was held recently at the Hammond factory outlet, Lubbock, Tex. The three-day clinic, conducted by Hammond Laundry-Cleaning Machinery Company, Waco, Tex., attracted more than 800 laundry and drycleaning plant operators from Texas and New Mexico. Hammond displayed and demonstrated its complete line of equipment. Manufacturers' machinery distributed by Hammond was also displayed and engineers from those companies were present to assist in the clinic. To point up the advantages and features of the machines, all equipment was installed and in operation during the sessions.

According to Roger N. Conger, president of Hammond, the clinic may be made an annual affair.

Street's Honors Field Reps

Personnel of R. R. Street & Co. Inc., Chicago, Ill., have received new service pins, in recognition of their work with the firm. Joe Keegel, who joined Street's technical field force in 1941, serves customers in the New York-New Jersey area. Mr. Keegel was awarded a 15-year service pin. Harvey Prichard, who covers the Kentucky, southern Indiana and southern Illinois territory, received a 10-year pin.

Jack Stephens received a 10-year pin, commemorating his service in the Middle West-Rocky Mountain area. A 10-year pin was also awarded to Sam Walker for his service in the New England states. Prior to joining Street's field organization, Mr. Walker served as package analysis consultant for the NID and is currently recognized as one of the outstanding drycleaning technicians in the Northeast.

Five-year service pins were awarded to both Phil Dantzker

and Art Orcutt. Mr. Dantzker headquarters in Springfield Mass., and serves plants in the surrounding area. Mr. Orcutt acts as a research engineer for the company.

Washex Assigns Sauer



HAROLD J. SAUER

Harold J. Sauer has been named to represent Washex Machinery Corporation, Brooklyn, N. Y., in eastern Pennsylvania and southern New Jersey, according to J. B. Diepenbrock, general manager of Washex. Mr. Sauer is well known among the drycleaners throughout the Central Eastern states from his many years in the territory with two allied trades firms.

New Hoffman Distributor

U. S. Hoffman Machinery Corporation has announced the appointment of the Hoffman Sales and Service Corporation of Detroit, Mich., as its distributor in the state of Michigan.

William H. Balkwill is president of the new organization. In the drycleaning and laundry business for more than 30 years in Detroit, he has been president of the Detroit Institute of Laundering for 13 years and a director of the Michigan Institute of Laundering for the past 10 years.

Vice-president is Thomas Tomlinson who has been actively engaged in the drycleaning and laundry machinery business for 28 years. Gladys L. Strub is secretary and Marjorie Stukins is treasurer.

Offices and showroom of Hoffman Sales and Service Corporation are located at 4781 W. Fort in Detroit. It carries a com-

Butler Conducts Two Sales Meetings



SHOWN WITH sales visuals, Butler's Southwest district representatives are, left to right, back row: George Jones; Bart Quirk, Southwest district sales manager; Chuck Cowell; John J. Tipps; J. S. Henderson. Front row: Harmon Partin; N. A. Bomar; T. Perkins



SOUTHEAST DISTRICT representatives, left to right: Boyd Lewis; Noel Cooperider, sales training manager; John Lovell; Prentice Veal; Wade Johnson; Bill Wilkinson; Burrill Goltzy, Cleaners Equipment Division manager; Phil DeWitt; Gary Sheppard, Southeast district sales manager

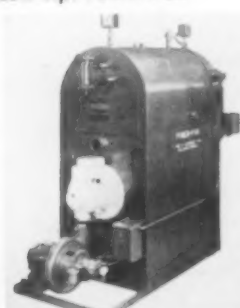
Two sales meetings were held recently by Butler Manufacturing Company, Kansas City, Mo., for the cleaning equipment salesmen of the Southeast and Southwest districts. Each was

two days long. The Southwest district met in Lubbock, Tex., while the company's Atlanta offices played host to the Southeast district.

A highlight of the meetings

plete line of Hoffman equipment, a full stock of equipment parts and materials and maintains a skilled staff of factory-trained servicemen.

Low-Hp. Power-Pak



Orr & Sembower, Inc., Reading, Pa., has entered the low-horsepower field with a compact, rugged, packaged automatic low-pressure boiler for oil and gas firing that embodies top engineering features of its Powermaster units for heavier industrial use.

The new Power-Pak is designed to provide steam or hot-water heating or hot-water service with power demands of 10, 15, 20 and 25 hp. It is said to be the only unit of its type and capacity that meets standards of 5 square feet of heating surface (ASME) per boiler horsepower throughout its full range.

The 10 hp. oil-fired Power-Pak is 61 inches long, 34 inches wide and 66 inches high, and weighs 1,750 pounds. The 25 hp. boiler is 86 by 36 by 74 inches and weighs 2,800 pounds. The gas-fired 10 hp. unit measures 67 by 34 by 66 inches and weighs 1,750 pounds. The 25 hp. unit is 92 by 36 by 74 inches and weighs 2,800 pounds.

Allied Promotes Two

James F. Adams, Jr., has become general manager of technical service and Norman C. Weil technical adviser of the technical service department, Solvay Process Division, Allied Chemical & Dye Corporation, New York, N. Y., it was reported by J. H. Elleman, director of coordination. Both men will continue to make their headquarters at the Research and Technical Service Laboratory, Syracuse, N. Y.

A graduate of Syracuse University, Mr. Adams joined Solvay in 1939 as a chemical engineer in the company's research department. Mr. Weil, a graduate of Rensselaer Polytechnic Institute, was employed by Sol-

vay in 1924 as a research chemist. He is an expert on chlorine utilization and safety practices.

West End-Stauffer Merger

The board of directors of West End Chemical Company and Stauffer Chemical Company have met and approved a plan of merger of West End into Stauffer. It is expected that the formal merger agreement will be adopted by both boards in the near future and will be submitted to the stockholders of both companies for approval.

West End produces borax, soda ash, salt cake and lime at its plant at Searles Lake, California. Stauffer's main offices are in New York. West End will continue to operate as an autonomous division of Stauffer under the designation of West End Chemical Company Division of Stauffer Chemical Company.

Diamond Alkali Appointments

Two promotions in the Electro Chemicals Division of Diamond Alkali Company, Cleveland, Ohio, have been announced by Frank Chrencik, general manager of the division. Lloyd R. McCoy, since 1946 assistant to the manager of chlorine sales, takes over the newly created post of supervisor of the division's Technical Service Section. He will make his headquarters at the Diamond Research Center in Painesville.

Warren Dusenbury, who had worked at Diamond's national headquarters in various clerical capacities from 1952 to 1954, becomes divisional staff assistant on caustic soda sales.

Vara Offers Belt Ring



A convenient device for storing belts has been introduced by A. G. Vara & Son Inc. Individual belts can be placed on or removed from the Magic Belt Ring without removing

others. Rubber bumpers stop the ring automatically in either loading or unloading position.

According to Vara, belts cannot fall off the loaded ring. A quarter-turn of the ring is all that is required to remove a belt. In addition to providing convenient belt storage, Vara states, the Magic Belt Ring also eliminates loss of belts.

For further details write A. G. Vara & Son Inc., 53 Clark St., Hamburg, N. Y.

SLRA Announcements

The Suede and Leather Refinishers of America has scheduled its annual meeting for Chicago, Saturday and Sunday, August 11 and 12. Saturday will be spent in a technical clinic at the plant of Kirk's Chicago operations (formerly Globe Wardrobe Service). The business meeting that evening will be held at the Furniture Club of America in the Furniture Mart. Sunday, member plants will again watch cleaning, dyeing and finishing processes at the Kirk plant. Guiding the proceedings will be Allan J. Copeland, executive director of SLRA, whose headquarters are at 100 E. Ohio St., Chicago, Ill.

A record 200,000 leather garments now arriving at retail stores will carry the service instructions string tag produced by the Suede and Leather Refinishers of America, according to word from SLRA headquarters. The tag, containing general information on the care of leather, suggests that when cleaning is necessary an SLRA member plant should be consulted. It is being distributed by 21 leading manufacturers of leather wearing apparel.

The tags are supplied free to manufacturers and retail stores, both of whom find that the information provided is helpful in adding confidence in the purchase of leather and a useful selling tool.

Davies-Young Awards Rep

John Romaniuk, a Canadian representative for the Davies-Young Soap Co., Dayton, Ohio, has been awarded a one-year service pin, according to J. R. Young, sales manager of the firm's Buckeye Cleaning Division. Mr. Romaniuk represents the company in Quebec, eastern Ontario and the Maritime Provinces.

Fletcher Reorganizes Staff

The Fletcher Works, Philadelphia 40, Pa., has realigned

its entire sales operation to provide broader servicing of customers throughout the country, Canada and international. Edward T. Taws, president, has announced. Members of the Fletcher sales engineering force are currently undergoing an intensive training program.

Formerly each sales engineer was a specialist in one of the Fletcher lines, and only that line for which he covered the entire nation. Under the new policy each sales engineer will sell every product in the Fletcher line and will cover specific areas.

Sales engineers and field representatives will work under the direction of Charles Moore, sales manager. The nation has been divided into the South, Pennsylvania and Midwest and New Jersey, New England-Canada areas.

Glover Appoints Hudson



J. E. HUDSON

Bill Glover of Bill Glover, Inc., Kansas City, Mo., has announced the appointment of J. E. "Jim" Hudson as sales representative to conduct sales and educational meetings with distributors and customer groups. He will cover the Eastern half of the United States and Canada, featuring showings of a new movie made for Glover on progressive industry methods and equipment, with discussions from his own practical experience.

Mr. Hudson has had more than 20 years of managerial and operating experience in some of the larger drycleaning plants in the South. For the past 14 years he has been active in the sales field, supervising plant installations and operations.

Arrow Tacker Sales Double

Arrow Fastener Co., Inc., Brooklyn, N. Y., has announced a 100 percent increase in gun tacker sales for 1955. The larg-



you'll be sitting pretty with a Ross Solvent Cooler

ROSS
SOLVENT
COOLERS

Like money in the bank, a low cost Ross Solvent Cooler will start paying interest right away. By preventing solvent overheating throughout the year, it will pay for itself in a matter of weeks. You will be assured of top quality cleaning and satisfied customers.

Here are some big headaches a Ross Solvent Cooler will relieve:

- Color bleeding
- Difficult spot and soil removal
- Wasteful, costly evaporation
- Solvent discoloration
- Shrinkage, relaxation, "felting"
- Plugged filters
- Ruined sizing, dressings
- Poor cleaning results

- Stubborn wrinkles and "breaks"
- Illness from sickening fumes
- Risk of fire and explosion
- Lost working hours

Yes, a small investment in a rugged, compact, easy-to-hook up Ross Solvent Cooler will pay you dividends month after month for years. Get the whole story without delay... mail the coupon below or call your equipment distributor right away.

ROSS HEAT EXCHANGER DIVISION • 1469 West Ave., Buffalo 13, N. Y.

Rush literature and prices on your solvent cooler at no obligation to me.

Name _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____

ROSS HEAT EXCHANGER DIVISION

of
AMERICAN - Standard

1469 WEST AVENUE • BUFFALO 13, N. Y.

In Canada: Kewanee-Ross of Canada Limited, Toronto 5, Ont.



est selling Arrow tackers were the T-32 and T-50 models designed for home do-it-yourselfers and light industry.

Harold Feder, Arrow sales manager, attributes the increase to three factors: the company's policy of dealing only through the trade, turning all consumer inquiries over to the nearest dealer; the growing demand and constant new uses for automatic tackers in home and professional use; and the company's buy-or-rent plan which has resulted in 98.7 percent actual sales and also plays a large part in the reportedly tremendous sales jump.

H & A Sizing Moves

H & A Sizing Company has moved to new and larger quarters at 323 N. Loomis, Chicago 7, Ill. The new centrally located offices have complete shipping facilities which will mean faster and better service for the company's customers, according to the owners, Roy Hatcher and William Anderson.

Clayton Promotes Moon

Elwood N. Moon, assistant to the vice-president of sales since 1950, has been appointed sales promotion manager of all divi-

sions of the Clayton Manufacturing Company, El Monte, Calif., according to J. A. Cortright, vice-president of sales. Mr. Moon joined Clayton in 1944 as a sales engineer in the dynamometer division. In his new position he will be responsible for the development and coordination of sales programs.

Risdon Names Representatives

Risdon Manufacturing Company, Naugatuck, Conn., has disclosed the appointment of Petersen Daniels, Incorporated,

Montebello, Calif., as sales representative for 11 Western states. They include Arizona, California, Colorado, Idaho, Montana, New Mexico, Nevada, Oregon, Utah, Washington and Wyoming. Daniels will handle sales to jobbers of Risdon's line of laundry, drycleaner and hospital supplies.

Fred Petersen will travel from the headquarters location in Montebello. Gene Daniels will cover San Francisco and the surrounding area. Fred Briggs will work out of Albany, Ore., and Dave Carroll will be stationed in Denver.

NEW PRODUCTS AND LITERATURE

Continued from page 10

customer. Write to Almore Dye House, 4412 S. Wentworth Ave., Chicago 9, Ill.

Clary Brightens Registers



Signalizing the colorful trend which is brightening American offices, plants, homes and highways, Clary Corporation, 408 Junipero St., San Gabriel, Calif., is previewing its new line of pastel-toned cash registers for retail stores, services and businesses. J. W. Stallings, general sales manager of the company, announced that the firm will make registers in five different colors—blue, turquoise, beige, gray and green. Most of them will have an off-white keyboard and center panel, with numerals and symbols in red and black. The new gold Clary logotype will appear on the machines.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

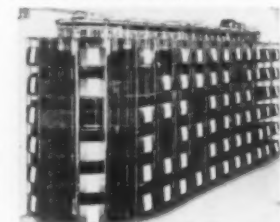
Charged System Control

Charged-system control providing exact moisture requirements for the particular classified load is now available through "Vivitrol DMC," according to the manufacturer, Stamford Chemical Company.

The control, states the company in a brochure issued recently, provides the correct amount of moisture for the individual load, regardless of the amount or type of charge or conductivity value of the detergent used in the cleaning operation. This is accomplished through an electronic sensing element, placed directly in the washer solvent, which measures the relative humidity of the solvent. Called "Dynamic Moisture Control," the system is said to permit a wide range of flexibility in charged-system cleaning and to allow high moisture loads to be followed by dry loads in the same unit.

Copies of the brochure may be obtained by writing to the Stamford Chemical Company, P.O. Box 1131, Stamford, Conn.

New Shirt Conveyor



Shown above is the new Shirt-U-Veyor now being manufactured by the White Machine Co., N. 14th St., Kenilworth, N. J. It is a call-office storage rack and automatic con-

veyor for finished, packaged shirts. Models are available for 800- to 3,150-shirt capacity.

The Shirt-U-Veyor is electrically operated. A flick of the switch starts the unit in operation, bringing the shirt packages forward until the desired order has arrived. Loading time is claimed to be cut down to a fraction. As the unit revolves electrically the loader merely inserts packages into the bins. The entire unit is powered with a heavy-duty motor drive.

Further details may be obtained by writing to the company.

Packless Reusable Coupling



Packless Metal Hose has designed a new line of four reusable couplings for the dry-cleaning and laundry fields. Machined from quality brass and engineered for use with flexible metal hose from 1/4- to 1/2-inch inner diameter, these couplings are compact, rugged, maintain positive seal and may be used and reused on either helical or annular hose assemblies, according to the company.

The manufacturer suggests the couplings be stocked, applied, removed and reapplied, if necessary, in the cleaning plant. For more details send for

bulletin DC to Packless Metal Hose Inc., 31 Winthrop Ave., New Rochelle, N. Y.

New Street's Repellent



R. R. Street & Co. Inc. has announced the development of a new liquid water repellent which is now being marketed under the name of Rep. According to Street's this new formula has all the convenience of a liquid which requires no heating and yet a scientific spray-rating test shows that it imparts a repellency equal to many of the best paste formulas. The product is now being distributed nationally.

The company is offering a bulletin (No. 5437) giving further information on this product. To obtain a copy write to R. R. Street & Co. Inc., 561 W. Monroe St., Chicago 6, Ill.

Conveyor Care

How to get the maximum performance and longest service life from overhead trolley conveyors is the subject of a new bulletin by Rapistan-Key-stone, Inc. Prepared by the firm's manager of sales engi-



DO YOU EAT PEAS WITH YOUR KNIFE?

You will get some results eating peas with your knife, but, why not use your fork and do it the right way.

Cleaners and Launderers may make a similar mistake by trying to make one product do all their bleaching. Such a policy always results in wasted supplies and many bleaching failures.

Recognizing the full scope of bleaching, The Eaton Chemical and Dyestuff Company has developed a complete line of bleaches. To help you use these

bleaches correctly, Eaton's Technical Consultant has written "The Bleaching Story," which explains the proper use and procedures of bleaching. By the use of a "Bleaching Chart," he has classified Eaton's bleaches by type and properties for quick and easy reference.

Write for your copy of "The Bleaching Story," Eaton Chemical and Dyestuff Company, 1490 Franklin Street, Detroit 7, Michigan. *Canadian Plants: Toronto and Windsor.*

(Advertisement)



GREENVILLE CHEMICAL COMPANY • P. O. BOX 1087 • GREENVILLE, S. C.

Speedy

SOLVINK

- **Cuts spotting time**
- **Cuts finishing costs**

Here's the way to make quick work of spotting all fabrics . . . effectively, safely and economically.

Solvink, the special purpose spotting agent, penetrates quickly, then soaks out stains of rust, paint, ink, and blood without a trace.

Solvink is completely harmless to the fabric when used according to the easy directions.

Economical, too. One-half pint set of two solutions only \$2.25. Also available in pint, quart and gallon sizes.

Try a free sample right away, or order a trial from your jobber. For sample, write Dept. M-76, Greenville Chemical Company.

And you can use these companion products profitably, too—

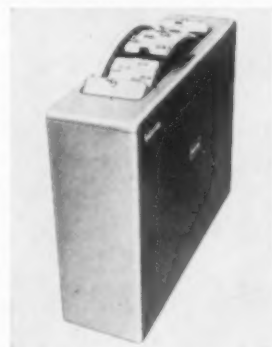
- **TANSOL**—for Tannin Stains
- **GREENZYME**—Digestant
- **IODASE**—for Iodine Stains
- **SIZ-IN**—Hat Size

neering, Ellis Jeffers, this compilation of practical tips is written in simple, easy-to-follow terms. Detailed sketches of the various parts of a trolley conveyor illustrate the points at which checks should be made periodically by the maintenance men.

Mr. Jeffers states that rivetless "chain and trolley" conveyors give long and exceptionally good service, even when operated under adverse conditions, if a good maintenance program is followed. He details, step by step, the regular checks that should be made to give such equipment longer life, prevent down-time and assure highest salvage time.

There is no charge for "Simple Upkeep Tips on Overhead Trolley Conveyors." A copy may be obtained by writing to Rapistan-Keystone, Inc., 21750 W. Eight Mile Rd., Detroit 19, Mich.

Reliable Distributes Revo-File



Reliable Machine Works, Inc., has been named exclusive distributor of Revo-File for the drycleaning and laundry industries by the Mosler Safe Co. Revo-File is said to be a simplified method for index-card filing systems. It features a revolving wheel unit which is set

into a steel cabinet. The cylinder which revolves at a touch accepts any size index cards to be used for customer information records and other data.

Further details may be obtained by writing to Reliable Machine Works, Inc., 238 Eagle St., Brooklyn 22, N. Y.

CRV Pump Bulletin

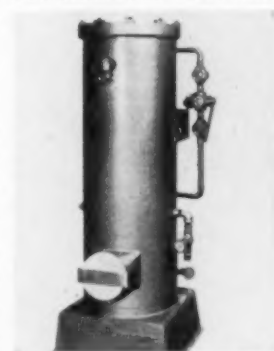
A new bulletin covering the complete line of class CRV cradle-mounted centrifugal pumps has been issued by Ingersoll-Rand. The pumps described have capacities from 5 to 2,800 gallons per minute and pressures of 10 to 525 feet total head.

A concise tabulation of pump types with their ratings enables the pump user to select the correct unit for his needs. A cross-section view points up the design features common to this line of pumps. The various models are described and their applications listed on individual pages of the bulletin. In addition, performance tables and dimensions for the entire line are shown.

For a copy of this new bulletin, write or call your nearest Ingersoll-Rand branch office or write Ingersoll-Rand

Co., 11 Broadway, New York 4, N. Y., and request Form 7223-B.

New Manitowoc-Olson Filter



Development of a new 3,000 g.p.h. Manitowoc-Olson tubular filter for Perchlor and 105° F. drycleaning systems has been announced by Manitowoc Engineering Corp., Manitowoc, Wis. The new large-capacity filter is said to eliminate the problem of pressure build-up formerly associated with filters of this size. Introduced as components of the new Manitowoc 70-pound perchlor and 105° F. two-bath and single-bath clean-

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

NOW! 8 to 10 Second Customer Service!



and **UP TO 40% MORE HANGING SPACE**

with the **White Stor-U-Veyor**

U.S. Patent Pending

FOR YOUR CALL OFFICE

It's a Storage Rack! It's an Automatic Conveyor!



New Circular
SEND FOR
YOURS TODAY

WHITE MACHINE CO. INC. Bulletin N86
14th St. & Lafayette Ave., Kenilworth, N.J.
Gentlemen: Without obligation, please rush a copy of
your new STOR-U-VEYOR circular.

Firm _____

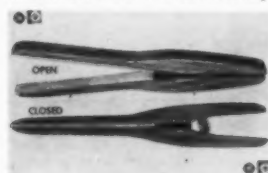
Address _____

City _____ Zone _____ State _____

Your Jobber _____

ing systems, the filters are also available separately as independent units.

Newhouse Coat-Vent Clamp



Newhouse Specialty Company, Inc., 3827 San Fernando Rd., Glendale 4, Calif., has introduced a new clamp for coat vents, according to E. J. Newhouse, president. Mr. Newhouse states that the clamp fills a definite need because it speeds up the finishing of the now popular style in men's coats, which have one or two vents in the back. The clamp is designed to grip and hold the vent firmly together while the

coat is being finished. It is made of lightweight natural wood and has special plastic strips, on the inside of the clamp jaws, which are said to prevent any slipping and to leave no mark or imprint on the fabric.

Folder Describes Imperial-60

The Prosperity Company, Inc., 2131-2171 Erie Blvd., E., Syracuse 1, N. Y., describes the features and advantages of its latest drycleaning machine, the Imperial-60, in a colorful folder just released. The booklet also lists the unit's specifications and points out how the Imperial-60 will give Hi-Fi (high fidelity) cleaning and top production.

The Imperial is equipped with a 36-by-36-inch, open-pocket, reversing cylinder, capable of extracting and drying a 60-pound load in 21 minutes with straight solvent, and 27

minutes with charged soap, according to Prosperity. A closed-type, fully automatic synthetic cleaner, the machine is adapt-

able for two-bath, charged soap system, soap-to-batch system, two-filter system or straight solvent operation.

PEOPLE AND PLACES

NORTH CENTRAL



New equipment has been installed in Menard Dry Cleaners, Prairie DuRocher, Ill.

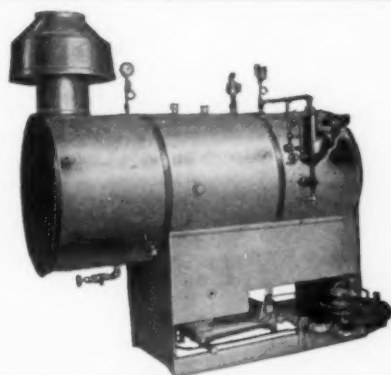
of a modern drycleaning plant and laundry for National Cleaners. Albert Slaton is the owner.

Charles T. Doms has opened One Hour Martinizing in the Mante Bldg., Main St., Morgan, Minn.

George Sowers has joined his uncle, Les, in the operation of Sowers Cleaners, Warsaw, Ill.

Property has been purchased in Tell City, Ind., for the erection

One Hour Martinizing has been opened by Carl Bernges at 527 Baker Drive, Milford, Ohio.



GAS BOILERS

Vertical tubular
Vertical flueless
Portable horizontal

OIL BOILERS

Vertical tubular
Vertical flueless
Portable horizontal

Fully automatic units including boiler feed or complete return systems. All boilers ASME Code & National Board.

40th Year

Over 10 sq. ft. heating surface per H. P. all sizes of HRT's.

P. M. Lattner Mfg. Co. Cedar Rapids, Iowa

Dealers & Distributors most everywhere

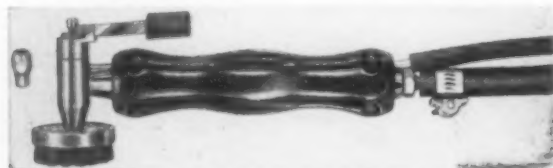
NEW IMPROVED '56 REEL GARMENT HOLDER

"It's All in the Reel"

Sturdier—even more efficient and trouble free! Thumb-control button releases or retracts the 5 ft. Nylon Cord to desired length. 200 lb. strength test. Ideal for spotting board or ironing board. "The reel does it." Only "reel" garment holder on the market.



Only \$3.95

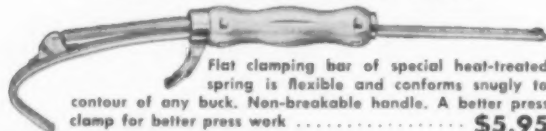


NEW IMPROVED MOISTURE CONTROL SOAP GUN FOR PRE-SPOTTING

Adaptable to any spotting board. Preheats chemicals for double cleansing power. Also ideal for sizing and water-proofing. Non-breakable handle and improved stainless steel tubing. Comes with interchangeable nozzle and brush, suction hose and check valve. Sold on money back guarantee

\$12.95

NEW 1956 DELUXE PRESS CLAMP



Flat clamping bar of special heat-treated spring is flexible and conforms snugly to contour of any buck. Non-breakable handle. A better press clamp for better press work

\$5.95



NU-WEIGH STANDARD SCALE BASKET

16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Scale and basket mounted on steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping.

\$69.50

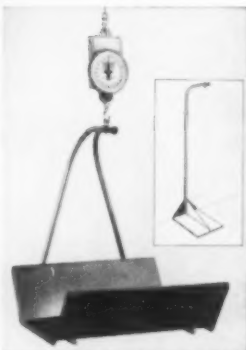
NU-WEIGH ECONOMY HANGING SCALE

Ideal Scale for selling service by weight. Heavy gauge metal basket. Attractive scale graduated to pounds and half pounds. Approved by Dept. of Weights and Measures. Capacity up to 100 lbs.

Scale and basket as shown 39.75

With stand add \$15.00
Scale alone 18.00
Basket alone 22.00

If your jobber cannot supply you write us direct.



NEWHOUSE SPECIALTY CO., INC.

3827 San Fernando Road, Glendale 4, Calif.

Jack Lees and his son, Danny, plan to open a drycleaning store at 308 W. Oak St., Union City, Ind.

A grand opening was held recently at Spot Less Cleaners, 144 E. St. Charles Rd., Wheaton, Ill., by Stanley Justus and Vern Foell.

Darko & Sons Cleaners has opened a branch at 65th and College, Indianapolis, Ind.

Spic and Span, Milwaukee, Wis., plans to open a unit in the new Elmwood Plaza Shopping Center in Racine. The plant will be the thirty-sixth retail outlet in the organization.

Dr. O. K. Fleming and Robert Dudley have opened One Hour Martinizing at 242 E. State St., West Lafayette, Ind.

A grand opening for Troy Stop-N-Drop Drive-In Cleaners, 810 S. Dort, Flint, Mich., was announced by Troy Dortch, manager.

Brooks Roubeshush has announced sale of Brooks Dry Cleaners, 330 E. Ninth St., Rochester, Ind., to Richard Polstra.

A laundry department has been opened at Moris Cleaners, 7645 W. Vernor, Detroit, Mich.

Jack Chellew and his sons have opened One Hour Martinizing, 3159 Madison Rd., Cincinnati, Ohio.

Andre Gelpi, president of Swan Cleaners, Columbus, Ohio, has announced the opening of its twenty-eighth store at 1646 Neil Ave., adjacent to the Ohio State University campus.

Royal Cleaners, formerly at 214 W. Madison St., Pontiac, Ill., has moved to 517 W. Howard St. Mr. and Mrs. John Ripsch are the owners.

Dr. Ralph L. Records has purchased Main Cleaners, located at Main Cross and Main Sts., Edinburg, Ind.

American Shoe Repair and Dry Cleaners has been moved to its new drive-in location, 214 E. Second St., Ottumwa, Iowa.

A grand opening was held recently at Westgate Cleaners, located in Westgate Park and Shop, Arlington Heights, Ill.

Robert D. Piper has opened One Hour Martinizing at 2630 E. Vivion Rd., North Kansas City, Mo.

Circle Cleaners, Zeigler, Ill., has been purchased by Nelson Smith, Jr., from Freford Dorris.

Richard's Cleaner's, 10439 S. Kedzie, Skokie, Ill., is now under the management of Mr. and Mrs. Richard Eckenstahler. The firm was previously known as J-H Cleaners.

A 26-by-34-foot building is being added at Virden (Ill.) Cleaners. Joy Gates is the owner.

NORTH EAST



Wyllie Dry Cleaners and Shirt Laundry, 1 Center St., Batavia, N. Y., has been remodeled, and new equipment installed.

Walnut St., Pittsburgh, Pa., by Hyman and Joyce Greene.

A grand opening was held recently at One Hour Martinizing, 23 S. Brady St., Du Bois, Pa., by Joseph L. Mollic.

Excel Cleaners and Tailors has been opened in a new building at 4821 Westfield Ave., Merchantville, N. J., by John C. Kertman.

Mrs. Beatrice Horner has opened Bea's Cleaning, 422 Semple St., Pittsburgh, Pa.

New York Tailoring Co. and Houlton (Me.) Laundry and Dry Cleaners have been consolidated, and will operate as United Cleaners and Dyers. Leslie Rhoda is president and general manager and Cyril Hogan treasurer and production manager.

One Hour Martinizing has been opened at 32 E. Main St., Carnegie, Pa., by Messrs. Baker and Jones.

A grand opening celebration was held at Pastel Cleaners, 532 Central Ave., Cedarhurst, N. Y.

A certificate has been filed for the conduct of Walnut Cleaning and Tailoring Co., 5427

NATIONAL CLEANER & DYER

SEND
GARMENTS
FOR DYEING
TO

ALMORE DYE HOUSE

4412 WENTWORTH AVE., CHICAGO 9, ILL.

Leon Teichner, President

Continuously in Business since 1919



NOW

**NYLON
DACRON***

accepted for dyeing
in the usual manner
for all colors

* Registered Dupont Trademark

ORLON*

for dyeing in
Pastels, Navy,
Fall Brown, Forest Green

Amelia Carr has opened One Hour Martinizing at 2039 Second Ave., New York, N. Y.

Kenneth F. Wagner has opened One Hour Martinizing at 6 Springfield St., Chicopee, Mass.

A grand opening was held recently at Synor's Dry Cleaners, 5545 Main St., Williamsville, N. Y.

Premises at Fifth and Chew Sts., Philadelphia, Pa., have been leased to Alert Cleaners.

las, Tex. The plant had been completely rebuilt after a recent fire.

A license has been issued Zaner and Ronald Duke for the conduct of Duke's Cleaners, 311-C E. Whittier Blvd., Whittier, Calif.

A formal opening was held recently at ABC Cleaners, located on Meta Drive in the Village Shopping Center, Midland, Tex. James H. Taylor is the owner.

Mary L. O'Connor has purchased Freeway Cleaners, 25 N. Kingston St., Burlingame,

Calif., from David C. and Estelle M. DeMott.

Odorless Cleaners has been moved to a newly constructed building at Main and Vine Sts., Farmington, N. M.

A grand opening was held at Valley of the Moon Cleaners, 17533 Sonoma Hwy., Fetters Hot Springs, Calif., by Mr. and Mrs. Andrew Trotto.

G. R. Varvel, president of K-V Cleaners, Inc., 2508 E. Central, Wichita, Kans., has announced plans to open One-Hour Martinizing in Derby.

SOUTH WEST



A remodeling program has been completed at Pryor Cleaners, Farmersdale, Tex. Mr. and Mrs. Ralph Pryor are the owners.

Joseph Yelenick and Elmer F. Richardson have opened One Hour Martinizing, 3270 W. Alameda Ave., Denver, Colo.

Uptown Cleaners, Elk City, Okla., has been purchased by R. C. Calkins from M. B. Matherly.

Mr. and Mrs. Eugene L. Carter have purchased DeLuxe Cleaners, Brentwood, Calif., from Mr. and Mrs. Lee Hall.

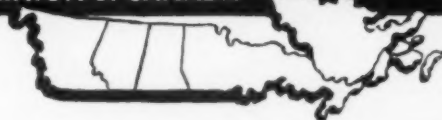
Dutch Cleaners has been opened at 1254 S. Glendale Ave., Glendale, Calif., it was announced by Ben Lassman, owner.

Patterson Cleaners has moved to a new location on Main St., Seagraves, Tex. New equipment has been installed in the plant, which is owned by Mr. and Mrs. Jack Patterson.

Master Cleaners & Tailors has moved to a new location on Walnut St., Highway 90, Columbus, Tex. J. H. Moeckel and Elroy Venghaus are the owners.

Conducted tours were part of the twenty-ninth anniversary celebration at Bell Cleaning & Laundry, 4821 Columbia, Dal-

DOMINION of CANADA



A new plant structure is planned for Burnaby (B. C.) Cleaners, to be located at 3745 Kingsway.

Steinbach (Man.) Dry Cleaners, which was completely destroyed by fire recently, Emile and Mary Senkiw are the owners.

The addition of fur cleaning and storage facilities has been completed at Rainbow Cleaners, 12535 118 Ave., Edmonton, Alta.

Quinton's Ltd. has opened a new drive-in at Toronto and Sargent, Winnipeg, Man. Paul Quinton is president of the firm.

Construction has begun on a larger, more modern plant for

Melville (Sask.) Dry Cleaners has been purchased by Phillip Armbruster from C. Platnich.

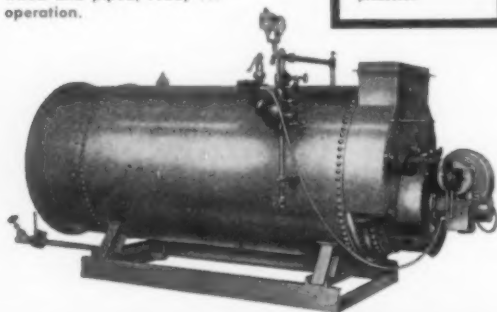


Scotch Marine Boilers

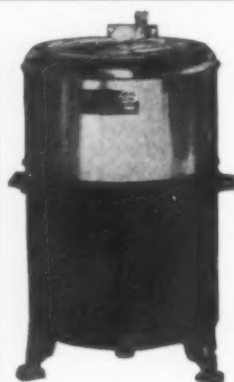
WITH OIL BURNER AND AUTOMATIC CONTROLS
FOR NO. 2 OIL

Reduce your installation and maintenance costs by buying a real Scotch Marine Boiler with Oil Burner and Automatic Controls. Factory wired and piped, ready for operation.

Made in nine sizes from 10 H.P. to 80 H.P. 100 lbs. working pressure. 125 lbs. working pressure.



LOOKOUT BOILER & MFG. CO.
CHATTANOOGA 1, TENN.
MANUFACTURERS OF
VERTICAL TUBULAR, VERTICAL TUBELESS, AND
SCOTCH MARINE BOILERS FOR OIL, GAS, AND COAL.



BOCK EXTRACTOR

Insist On A Bock
and
You Will Have The Best
We have made Extractors
Exclusively For 35 Years

Sizes 15" 17" 20"

BOCK LAUNDRY MACHINE CO.
TOLEDO 2, OHIO

*Put
Cancer
On The Defensive!*

Together we can strike back
Give to
AMERICAN CANCER SOCIETY

NOW AVAILABLE TO ALL PLANTS!

FUR-FEEL

- Cleans, Finishes all Fur-like Fabrics with Dry-cleaning or Furrier methods.
- Adds New Beauty, Crush Resistance to all Synthetic Flee.
- Recommended, Approved by Major Mills, Cutters, Buyers, Stores, Experts.
- Complete FREE Advertising and Sales Promotion Aids.

Write For Full Details.

FUR-FEEL CORP.

238 Eagle Street, Brooklyn 22, N. Y.

SOUTH EAST



David Carl Scroggin has purchased Godsey Cleaners, Eng-land, Ark., from T. A. Godsey.

W. E. VanWinkle has opened One Hour Martinizing at 407 Strawbridge Ave., Melbourne, Fla.

Paragon Cleaners has been opened in the new Delray Shopping Center, N. Federal Highway, Delray Beach, Fla. Larry Wolk is the owner.

Mr. and Mrs. Harry Caldwell have purchased Nu-Brite Cleaners on Center Grove Rd., Kannapolis, N. C., from James Carey.

New equipment has been installed in Superior Cleaners, Horse Cave, Ky., which is operated by L. R. Broady and L. A. Davenport.

Thompson's Cleaners, Suwan-nee Fla., owned and operated by Dolph Thompson, has been remodeled and new equipment installed.

A branch of Peacock Cleaners and Launderers has been opened in the new Dunedin (Fla.) Shopping Plaza, Inc., 201 Douglas Avenue.

Mr. and Mrs. Thomas Waldron have purchased Dependable Cleaners, Taylor St., Punta Gorda, Fla.

NORTH WEST



Construction has begun on a new building to house Hi-Line Cleaners, located on Main St., Chester, Mont. Mr. and Mrs. Harold Denter are the owners.

Pocatello, Idaho, to Walter Elledge and Rolla Briggs.

Peacock Cleaners, 6001 Del-ridge Way, Seattle, Wash., has been sold to Virgil Widner and Bernie Manzo.

New equipment has been in- stalled in Clever Cleaners, Os-wego, Ore. Ray Martin is the owner.

Roy and Norman Cook, opera- tors of Cook's Cleaners in Beaverton, Ore., have opened a branch in a new building in Tigard.

"Red" and Maxine Robertson are the owners of the new Jet Cleaners and Tailors, 1607 Seymour, Cheyenne, Wyo.

Avel Diaz has announced plans for construction of an addition to Quality Cleaners, Burns, Ore.

New City Cleaners, Fourth and Anderson, Coos Bay, Ore., has been purchased by W. H. Mc- Cann and Gerald E. Wallace from Mr. and Mrs. Ray Thi- bodeau. The new owners also own Sherman Avenue Cleaners in North Bend.

Wallace K. Woodworth has sold Art's Cleaners, 1123 N. Main,

NATIONAL CLEANER & DYER

Now
The
"FEATHERLIGHT"

The Modern Steam Press
with the Light Touch.

- ★ Easy Operation
- ★ Requires less floor space
- ★ Attractive, sturdy
- ★ Beautiful Formica Table.

Write
for
Details
NOW!

NEW YORK PRESSING MACHINERY CORP.
880 BROADWAY, NEW YORK 3, N. Y.



OBITUARIES

Maurice Alper, 61, president of North Cleaners and Dyers, Inc., Philadelphia, Pennsylvania, died recently. Mr. Alper was a former president of the Philadelphia Wholesale Cleaners & Dyers Association and a Mason. Surviving are his wife and a daughter.

David Braby, 65, former drycleaning plant operator of Milwaukee, Wisconsin, died recently. He is survived by his wife, two sons and seven daughters.

Ernest F. Dorn, 85, who had been associated with Carman & Co., Inc., throughout his lifetime, died in Fort Lauderdale, Florida, on June 8. Mr. Dorn's son-in-law, Raymond F. Conley, is now president of Carman-Conley, Inc., Chicago, and a grandson, J. Robert Conley, is vice-president of that organization. Another grandson, James R. Conley, is manager of Carman-Conley's Indianapolis branch. Survivors include his wife, a son and three daughters.

Arthur E. Evans, 73, former operator of Family Cleaners, Flint, Michigan, died recently. Mr. Evans is survived by his wife, a son and a daughter.

Max I. Iralson, who operated I. M. Iralson & Son in Chicago until his retirement some years ago, died July 2 in New York, where he had been attending the wedding of his granddaughter. In his later years he had been a resident of Miami, Florida.

Mr. Iralson was one of the founders of the South Side (Chicago) Cleaners Club, the Cleaners Purchasing Association and the annual Pow-Wow. He served many years as a director of the Chicago Dry Cleaners Association. Surviving are his widow, a daughter, two grandchildren and a sister.

Willis R. Lee, 65, owner of Sanitary Laundry and Golden West Cleaners, Oakland, California, died on June 5 while on vacation at Palm Springs. Mr. Lee was past president of the California Dry Cleaners Association and California Laundry Owners Association, and was active in Bay Area association affairs. He was a Mason, a member of the Scottish Rite and Aahmes Temple of the Shrine in Oakland. Surviving is his wife.

William F. McFerran, 63, plant manager of Davis Cleaners and Dyers Ltd., Toronto, Ontario, Canada, died recently.

August, 1956

GROSS STAR

is the only plate
that needs
no liner

SAFELY
presses
ALL fabrics



You'll get
LESS if you
pay MORE
than **\$16.85**

up to 46"
over 46" \$21.75
mushroom \$12.50

Why pay for
two when one
will do?

FROM YOUR JOBBER... LOOK FOR THIS FAMOUS NAME PLATE

GROSS STAR GRID PLATE "for Better Pressing"
MFD BY L. BEHRSTOCK CO., 1708 S. STATE ST.
CHICAGO 16, ILLINOIS TEL. DANUBE 6-6022

**SNA-PON
Can
Take It!**



Use the
**Trouser Guard that Stands Severe Handling
and Still Does a 100% Job!**

*Sna-Pon is the original tubular trouser guard
that slides on, snaps on, and stays on!*

NOTE: With production at capacity, all orders
will be filled in the order received.

Contact your jobber, please

TILLERY CONTAINER CORPORATION



6000 WILSON AVE.

KANSAS CITY 23, MO.

© Sna-Pon Guards, Pat. Nos. 2510043-2510044-Canada Pat. No. 467993 (1956)

how you can CUT COSTS



GUARANTEE

The new 2-IN-ONE is guaranteed to last a minimum of 4 months.

USE THE NEW QUALITEX 2-IN-ONE PAD and COVER

This combination Airfoam rubber pad covered with an Asbestall cover delivers superior pressing at lower cost because...

- 1 The "2-IN-ONE" is guaranteed to last a minimum of 4 months, and will actually last much longer.
- 2 The long life eliminates weekly padding and cover change.
- 3 Because of the Airfoam rubber pad, the "2-IN-ONE" lessens damage to grid plate.
- 4 Because of the long lasting Asbestall cover you can reduce your inventory.

ORDER YOUR "2-IN-ONE" FROM YOUR JOBBER TODAY!

Quality

products company

5760 W. Grand Avenue
Chicago 39, Illinois

FOUR STEPS TO GREATER PROFIT

From Storage And Synthetic Cleaning

1. **FUR SHEEN** (a packaged cleaner) for cleaning synthetics in your own tumbler.
2. **BOX STORAGE PLAN**—For increasing drycleaning volume.
3. **BUSINESS BUILDERS**—for promoting storage and cleaning volume.
4. **OPERATING AIDS**—For reduced expense.

SEND FOR FREE KIT

WALTER HAERTEL COMPANY

2840 4th Avenue South, Minneapolis, Minnesota

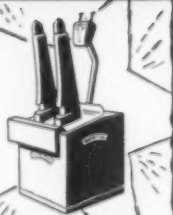


UNIPRESS ONE-LAY SPORT SHIRT SLEEVER

A Star in any Sport Shirt Finishing Unit

Two shirt sleeves beautifully finished in seconds. Speeds production. Cuts labor costs. Saves floor space.

The **UNIPRESS** Company
Minneapolis 8, Minnesota



COMBINATION WASHER—EXTRACTOR UNITS

Petroleum or Perchloroethylene Solvents

Manufactured in 30, 50 and 80 lb. sizes

WRITE FOR BROCHURE AND PRICES

STANDARD LAUNDRY & CLEANING MACHINERY CO.

Manufacturers of complete line of synthetic and petroleum machinery

6900 MAPLE AVENUE, DALLAS, TEXAS

Mr. McFerran was a past master of Queen City Masonic Lodge, a member of the Geoffrey Preceptory, Knights Templars, Rameses Shrine, and Toronto Disabled War Veterans Association. Surviving are his wife and four stepchildren.

Harry Wells, 58, one of the proprietors of Sheldon (Iowa) Dry Cleaners, died on June 6. Mr. Wells was prominent in church and civic affairs. He was a member of Mistletoe Lodge, No. 276 AF&AM, and Floyd Chapter, O.E.S. Survivors include his wife, two sons and a daughter.

Robert R. Woodard, partner in Danville (Illinois) Window Cleaners, died on May 28. Mr. Woodard is survived by his wife and nine children.

MEETINGS SCHEDULED

August 10, 11 and 12—National Institute of Drycleaning Alumni Society, Back Home Day, Shoreham Hotel, Washington, D. C.

August 16, 17 and 18—Pennsylvania Association of Dyers and Cleaners, Annual Convention, Lawrence Hotel, Erie.

August 19, 20 and 21—Virginia Association of Launderers and Cleaners, Inc., Annual Convention, Hotel John Marshall, Richmond.

September 23, 24 and 25—Dry Cleaners Institute (Ontario) Limited, Annual Convention, Royal York Hotel, Toronto, Canada.

October 4, 5, 6 and 7—American Institute of Laundering, Annual Convention, Denver, Colorado.

October 5, 6 and 7—Ohio State Association of Cleaners and Dyers, Annual Convention, Neil House Hotel, Columbus.

October 27 and 28—Cleansing Plant Owners of Massachusetts, Annual Convention, Hotel Statler, Boston.

November 2 and 3—Oregon State Drycleaners Association, Annual Convention, Gearhart Hotel, Gearhart.

NATIONAL MARKET PLACE

Where Buyers and Sellers Meet

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge—\$1.00 (new or repeat). Capitals or bold face type—double these rates.

Add five words if answers are to come to a box number to be forwarded by us.

Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 12th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 305 E. 45th St., New York 17, N. Y.

CLEANING PLANTS FOR SALE

For Sale—laundries, drycleaning plants, rug cleaning plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact J. B. KANDEL, 131-39 89TH STREET, LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3391. 4648-2

DRYCLEANING AND LAUNDRY PLANT IN DEEP SOUTH. Population over 750,000. 5 activated branches using 25 lb. washers. Volume exceeds \$300,000 annually. \$50,000 down. Balance 10 years. 21 years in business. Very profitable. ADDRESS, Box 7505, NATIONAL CLEANER & DYER. -2

DRYCLEANING PLANT. Both gas and synthetic, shirt laundry, moth-proof storage. Mostly over counter business. Drive-in type building. Now clears over \$30,000 year. Located in N. E. Ohio, where Chrysler and Chevrolet are now building two of their largest plants, presents a tremendous potential with new labor and millions of dollars in payroll coming into the area. This is an exceptional opportunity due to owner retiring after 35 years operation. A. KORYTA, INC., 253 The Arcade, Cleveland, Ohio. 7700-2

SOUTHERN WISCONSIN—established solvent plant can be purchased with or without real estate. Correspondence confidential. References exchanged. ADDRESS, Box 7468, NATIONAL CLEANER & DYER. -2

Drycleaner, established eight years, grossing \$35,000 annually. Located in top Colorado town, good prices with high net profit. Definitely priced to sell. Information and free pictures mailed; no obligation whatsoever on your part. C-5727 Continental, 804 Grand, Kansas City, Missouri. 7643-2

Sale or lease—Established drycleaning and laundry plant with real estate. Ideal for family. Grossed \$50,000 in 1955. Located in eastern Pennsylvania. ADDRESS, Box 7641, NATIONAL CLEANER & DYER. -2

DENVER drycleaning plant for sale. 45 years in same location. Good reputation. Will take a business, acceptable offer. My health and age compel me to sell. Gross over \$90,000 in 1955. Will accept a reasonable down payment with balance like rent. An opportunity of a lifetime. A real buy. IMPERIAL DYERS & CLEANERS, 236 Broadway, Denver 3, Colorado. 7724-2

LOS ANGELES DRYCLEANING BUSINESS—Long-established concern, price, \$105,000—terms. Excellent clientele; business can be expanded. Contact W. Ross Campbell Business Investment Co., 712 South Spring Street, Los Angeles 14, California. 7747-2

A complete laundry-drycleaning and cold storage growing business. Old-established firm, doing \$200,000 a year, substations and routes established. Synthetic unit, all up-to-date equipment. Owner retiring and will help finance right party. Centrally located in growing Army town. \$100,000 corporation can buy all or controlling interest. ADDRESS, Box 7746, NATIONAL CLEANER & DYER. -2

Colorado Springs—Well established drycleaning plant can be purchased with or without real estate—Completely equipped, doing \$12,500 a year gross. Excellent potential. Fast growing city. Priced to sell. \$12,000 cash—Good terms to responsible person. The Willis Agency, 528 S. Nevada Ave., Colorado Springs, Colorado. 7767-2

MODERN DRYCLEANING PLANT (PETROLEUM), FUR STORAGE VAULT, CAPACITY 2,000 COATS. RUG DEPARTMENT, THREE ROUTES, DRIVE-IN STORE. \$60,000 VOLUME PLUS. VERY REASONABLE, WITH OR WITHOUT REAL ESTATE. ADDRESS, Box 7762, NATIONAL CLEANER & DYER. -2

For Sale—Cooper's Drycleaning at Uhrichsville, Ohio. Established 1915. Modern and fully equipped Stoddard solvent plant. Exclusive Sanitone licensee, fur storage vault. Will sell building and all or separately—Reason, health failing. ADDRESS, Box 7764, NATIONAL CLEANER & DYER. -2

Buffalo, N. Y.—complete modern synthetic drycleaning plant centrally located, doing good business, all cash-and-carry. Owner retiring. Price \$25,500. ADDRESS, Box 7708, NATIONAL CLEANER & DYER. -2

Drycleaning, established eighth year, grossing \$35,000 annually. Located in TOP city in Illinois within 60 miles of Chicago. Good prices with high net profit. Finest of equipment. Definitely priced to sell. Want to retire because of health. ADDRESS, Box 7786, NATIONAL CLEANER & DYER. -2

CALIFORNIA—heart of the fruit belt. Cleaning and pressing establishment, class A, 11 years of successful operation. Fine clientele. Owner retiring. No agents or brokers involved. For further information, write: Art's Cleaners, 126 South L Street, Dinuba, California. 7784-2

Hat cleaning, pressing, shine parlor, 51 years same location. Death of husband forces sale. Lease. Cheap rent. H. W. Clarke Hat Co., 520 Main Street, Jacksonville, Fla. 7772-2

FOR SALE—COMPLETE HOFFMAN SOLVENT PLANT, LIKE NEW. PRICE IS RIGHT. FOR MORE INFORMATION WRITE, SNOWWHITE CLEANERS, SHELBY, OHIO. 7771-2

Drycleaning plant, established over 35 years. Ideal location, excellent equipment. Located southeast Iowa. Equipped to handle over \$2,000 per week. Good reason for selling. ADDRESS, Box 7777, NATIONAL CLEANER & DYER. -2

DRYCLEANING PLANT near permanent Army post. Excellent business. Write, Best Cleaners, Waynesville, Missouri. 7772-2

MIAMI, FLORIDA. Top-quality solvent plant established 8 years. Will net \$14,000—\$16,000 this year with a \$40,000 gross. This high net reflects our quality pricing schedule. Ideal for man and wife or partners. You must be fully experienced. Priced to sell quickly at \$17,000. \$12,000 cash required. Long lease available. Brokers invited. ADDRESS, Box 7774, NATIONAL CLEANER & DYER. -2

CALIFORNIA cleaning plant, solvent, fully equipped. Established 19 years. Fast-growing community. Potentials unlimited. Full price—\$17,000, for quick sale. California Cleaners, 1932 Pacific Coast Highway, Lomita, Calif. 7775-2

FOR SALE—Drycleaning plant suitable for working partners or man and wife. Must be seen and all the facts known to be appreciated. ADDRESS, Box 7778 NATIONAL CLEANER & DYER. -2

CALIFORNIA, SANTA BARBARA—Drycleaning plant, synthetic, for sale. Fast-growing community. Retiring owner will give good lease to purchaser. Excellent opportunity. Write P. O. Box 115, Santa Barbara, California. 7789-2

CHICAGO-DRIVE IN—cash-and-carry plant with 4,000-unit fur vault, built in 1954. Doing \$50,000 to \$60,000 annual gross and increasing each month. Must sell because of other interests. \$20,000 to handle. 10-year lease to responsible party. Phillip Gross, 3600 S. Cottage Grove, Chicago, Ill. 7791-2

Combination Cleaning shop, large laundry route and men's wear store. All equipment, including '55 GMC truck and store fixtures, in excellent condition. Ideal set up. Located in Solvang in beautiful Santa Ynez Valley, California. Close to Cachuma Lake resort area and beaches. Contact—H. M. Kent, 1687 Copenhagen Drive, Solvang, California. 7799-2

Modern synthetic plant, northern New Jersey. Doing \$18,000 annually, cash and carry. Business can increase enormously if pick up and delivery put into service. Ideal for husband-wife or father-son combination. Best offer will be considered. ADDRESS, Box 7797, NATIONAL CLEANER & DYER. -2

PROFITABLE BUSINESS—Capital district New York State. Long-established quality plant, fully equipped. Trained personnel. Gross over \$60,000. Top prices. \$40,000, one-half cash. ADDRESS, Box 7759, NATIONAL CLEANER & DYER. -2

CLEANING PLANTS FOR SALE (Cont'd)

Modern Drycleaning plant in small town, store, plant and routes grossing \$120,000. Can be purchased at a bargain, or leased to responsible party. New Jersey. **ADDRESS**, Box 7801, **NATIONAL CLEANER & DYER**. -2

SYNTHETIC CLEANING PLANT IN ONE OF CINCINNATI'S LEADING SUBURBS. IDEAL FOR MAN AND WIFE. ALL CASH AND CARRY. EQUIPMENT IN EXCELLENT CONDITION. GOOD LEASE. PRICED AT \$15,000. SUITABLE TERMS TO QUALIFIED BUYERS. ADDRESS, Box 7802, **NATIONAL CLEANER & DYER**. -2

FOR SALE—Complete modern Stoddard solvent plant, low overhead, good profits. Small amount of cash will handle. Located in fast-growing Southwest city, with military installations. Will return complete investment the first year. **ADDRESS**, Box 7754, **NATIONAL CLEANER & DYER**. 7754-2

SOUTH CENTRAL WISCONSIN, very profitable, well-established (before 1889). Terms, long-term lease, \$1.40 price, sales \$85,000, laundry—drycleaning 50-50, completely engineered, equipment in excellent condition, apartment second floor. **ADDRESS**, Box 7752, **NATIONAL CLEANER & DYER**. -2

WANTED TO LEASE

Want to lease with option to buy small 140F plant southwest U. S. A. Excellent experience and references. **ADDRESS**, Box 7805, **NATIONAL CLEANER & DYER**. -17

HELP WANTED

Working manager wanted for progressive fast-growing drycleaning plant. Must be able to take full charge, handle and train help. Permanent position with good future. All replies confidential. State age, experience, salary. Aurora Laundry-Drycleaners, 562 South River Street, Aurora, Illinois. 7768-7

Laundry and Drycleaning superintendent, with proven ability. A-1 reference required. **MASTER LAUNDERERS AND CLEANERS INC.**, 1446 Hoffner St., Cincinnati 23, Ohio. 7706-7

Wanted: Manager for laundry and drycleaning plant doing \$400,000 per year, with ten to twenty years experience in production, cost control and maintaining quality. State age and salary expected, with references. **ADDRESS**, Box 7654, **NATIONAL CLEANER & DYER**. -7

WORKING FOREMAN: Quality plant upper New York State, capital district. Understand all phases, including equipment maintenance. Top salary plus percentage. **ADDRESS**, Box 7760, **NATIONAL CLEANER & DYER**. -7

PRESSER—silk and rough, knowledge hand finishing. Top pay, year-round job, vacation, bonus. Capital district, upper New York State. **ADDRESS**, Box 7761, **NATIONAL CLEANER & DYER**. -7

MAN—All 'round, experienced quality retail drycleaning plant. Good salary. Ida Goldblatt Sons, Inc., 142 East 57th Street, New York 22, N. Y. 7778-7

WANTED: Experienced plant superintendent for Southern retail petroleum plant, salary to start \$100 a week, position is permanent. **ADDRESS**, Box 7781, **NATIONAL CLEANER & DYER**. -7

SUPERINTENDENT—To take full charge of strictly retail quality drycleaning plant, (approximately 20 production employees). Must have had experience in management and production. Job steady, good salary. N.I.D. graduate of general and management courses preferred. References required. New England territory. **ADDRESS**, Box 7788, **NATIONAL CLEANER & DYER**. -7

WORKING MANAGER for drive-in drycleaning and shirt laundry plants. Thorough knowledge synthetic operation, must be able to take full charge—train pressers, spotters and handle store clerks. Immediate opening, well-established, fast-growing company New Jersey area. Please state age, present employment, personal and business references, experience, education, income requirements. Enclose recent snapshot. All replies confidential. **ADDRESS**, Box 7779, **NATIONAL CLEANER & DYER**. -7

Cleaning Superintendent for North Jersey Stoddard plant. Must be able to take full charge. Permanent position with good future. State age, experience, salary. Westwood Launderers Cleaners, Westwood, N. J. 7795-7

Cleaner-Spotter, all around man for small Sanitone petroleum plant in Eastern Kansas. Write stating qualifications and salary expected. **ADDRESS**, Box 7793, **NATIONAL CLEANER & DYER**. -7

SITUATIONS WANTED

First class silk spotter and cleaner with 32 years experience, 10 years as plant superintendent, wants position with reliable concern. Small town preferred. Best of references. Write or wire: James K. Rorie, 1009 Clay-tonia Terrace, Richmond Heights 17, Missouri. 7766-5

Superintendent with years of experience. Training and working personnel. Wants solid connection. Best of reference, will go anywhere. Age 47, married, Protestant, Irish-American. Write, wire or phone—Superintendent, 819 Central Ave., Charleston 2, W. Va. 7596-5

Working Manager or spotter desires year around employment in Florida. Twenty-nine years old, married, N.I.D. graduate with ten years experience in spotting, training help and maintenance. Eight years with the same firm. Best of references. Please state particulars. **ADDRESS**, Box 7792, **NATIONAL CLEANER & DYER**. -5

MANAGER—can do spotting and pressing. 20 years experience. Prefer New York, New Jersey or Connecticut area. **ADDRESS**, Box 7794, **NATIONAL CLEANER & DYER**. -5

Family man, 30 years of age, desires steady position with opportunity to learn all phases of operating medium or large plant. 8 years in small quality petroleum plant, including 3 years apprenticeship. 4 years, garment manufacturing. Hubbard graduate. Willing to work long hours. Interested only in modern, efficient plant. Prefer Southern Wisconsin or surrounding area. John Nelson, 704 W. Jefferson, Stoughton, Wisconsin. 7796-5

Alert owners investigate: NID graduate with exceptional background of experience and training offers unique advantages to progressive cleaner with policy of quality at a profit. Promises your money's worth in management, organization and promotion. Will back this up with definite ideas in first reply. Desires permanent position as manager or superintendent of medium-sized plant at \$125-\$150 per week. **ADDRESS**, Box 7804, **NATIONAL CLEANER & DYER**. -5

SALESMEN-DISTRIBUTORS WANTED

Salesman with a large following among cleaners and laundries to sell fur cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Sirots Company, 620 Smith St., Brooklyn 31, N. Y. 3371-14

Salesmen wanted for New York's leading household drycleaning company specializing in drapery cleaning, rug cleaning, carpet shampooing on premises, and flame proofing. Quality House Furniture Cleaners, Inc. 312 E. 102nd St., New York 29, N. Y. 7430-14

DISTRIBUTORS—INDEPENDENT SALESMEN—Sell our high-profit, no-inventory, register forms for drycleaners and laundries. We make any form to fit any register. Low prices—fast delivery—repeat sales. Free catalog. Automatic Salesbook Company, Willimantic, Connecticut. 7656-14

SALESMAN for southern New Jersey, eastern Pennsylvania and the state of Delaware. To call on drycleaners and rug cleaners for the sale of new synthetic units and complementary equipment. Must have previous drycleaning machinery sales experience, preferably in territory outlined above. We furnish new car, expense account, salary and commissions. Write **JENSEN MFG. CO., PALMYRA, N. J.** 7770-14

TRAINING SCHOOLS AND INSTRUCTIONS

HUBBARD DRYCLEANING AND REDYEING SCHOOL, Route 3, Charlottesville, Virginia. Courses offered in drycleaning (petroleum and synthetic), spotting, wetcleaning and dyeing. Study while you work and do both to advance yourself. Catalog sent on request. **A CORRESPONDENCE SCHOOL SERVING THE INDUSTRY SINCE 1932.** 5902-15

DO INVISIBLE REWEAVING IN YOUR OWN SHOP. Tremendous profits for you by giving your customers finest work AND prompt service. We teach you how to make tears, cuts, holes disappear from all clothing and fabrics. Earnings up to \$10 in an hour. Learn in days with the original Fabricon method. First in the field. A professional home study course. Write for **FREE** details. Fabricon, Dept. RR, 8342 S. Prairie, Chicago 19, Ill. 7544-15

LEARN TAILORING, REPAIRING in one of America's finest tailoring schools. 100-hour course \$100. Empire Institute of Tailoring, 422-A East Fifth St., Hazelton, Pa. 7129-15

LEARN TAILORING, REPAIRING, DESIGNING AND CUTTING on men's and women's garments. (3 separate books.) Free booklets describing these books sent on request. Resident courses also. Master Designer, Dept. K, 400 S. State Street, Chicago, Ill. 5670-15

REWEAVING

RE-WEAVING AT LOWEST WHOLESALE PRICES, 1-day service, we pay return postage, work guaranteed for the life of the garment. Satisfaction or no charge. Special low prices on large damages. Free estimates in advance if requested. Write for free signs, pricing rulers, labels. **THRIFTY WEAVERS**, 1412 Adams St., Toledo 2, Ohio. 7446-29

The old reliable "BERGER DAMAGE REWEAVING" serving the cleaners and tailors trade almost forty years. The finest type of skilled work only. Prompt service, reasonably priced. Our work wins you good will. Estimates cheerfully made. Return postage paid by us. If you want the "Best," mail your jobs to "BERGER DAMAGE REWEAVING COMPANY," 765 Madison Ave., New York 21, N. Y. 5966-26

REWEAVING BY THE SUPERIOR FRENCH PROCESS. MOTH-HOLES, BURNS, ETC., REWOVEN TO THE EXACT PATTERN. COAST-TO-COAST. MODERATE PRICES. SMALL DAMAGES RETURNED SAME DAY RECEIVED. SATISFACTION GUARANTEED. SEND A TRIAL ORDER TODAY. R. M. WEISSERT, 315 NORTH 7TH ST., ST. LOUIS, MO. 5545-29

A. A. A. WEAVING SERVICE. Holes, burns, tears and imperfections in garments and fabrics of all descriptions expertly rewoven by hand. **FINEST WORK AT NEW LOW PRICE SCHEDULE**. Save money on claims and adjustments. Sell this very profitable service to your customers. We pay postage one way. **A. A. A. WEAVING SERVICE, 1189 MADISON AVENUE, NEW YORK CITY 28.** 150-29

REWEAVING, ONE-DAY SERVICE: Cigarette burns, moth-holes, tears, spots in clothes, linens, rugs, upholstery fabrics, like new. Small jobs returned same day. Send garments for estimate. **GIVE US A TRIAL**. You'll be amazed to see the difference between our work and what you've been getting. Established 1910. American Textile Weaving Co., 5 N. Wabash Ave., Chicago 2, Ill. 5516-29

REWEAVING. Complete **SALES KIT FREE** including signs, advertising mats, instruction book, **PRICING CHART**, work tickets and envelopes at **NO CHARGE**. A prompt efficient **WHOLESALE** service at a **MODERATE COST**. We reweave the exact pattern in all fabrics. Our complete reweaving service will make you a satisfied, permanent customer. Send garment for estimate. Open accounts if desired. Return postage paid. **MONEY BACK GUARANTEE**. **CINCINNATI REPAIR SERVICE, 413 Race St., Cincinnati 2, Ohio.** 6066-29

ADAMS WEAVING COMPANY the best known name in Re-weaving. Burns, moth holes, rips in garments, linens and sweaters. An extra service for you to offer with an excellent profit. Top-quality workmanship that will avoid trouble with plant damages. Quick and guaranteed service. **ADAMS WEAVING COMPANY, 1010 Republic Building, Chicago, Illinois.** 5470-29

"40% PROFIT WITHOUT INVESTMENT." Send us garments with burns, rips, holes to be skillfully rewoven by the exclusive **WONDERWEAVE** method. 100 operators, fast service. All work guaranteed for life of garment. No investment, time or labor required. OR, do your own reweaving. We sell equipment for \$12 complete with instructions. Replacement points \$6 each. Write to Wonder Weavers, established 1899, 44 Whalley Avenue, Dept. 9, New Haven, Connecticut. 3298-29

FOR GUARANTEED REWEAVING SERVICE ship your next damaged garment to us. We use the real French-Rochester Method only. Send us the difficult jobs that others reject. We will do it right or no charge. French Textile Co., Dept. N, 428 Avenue A, Rochester 21, N. Y. 5831-29

HEDDA MOHL, REWEAVER, formerly **VIENNA, PARIS**. Original French weaving, reweaving, stoting, invisible mending. Holes, burns and tears expertly rewoven. Quick service. Satisfaction guaranteed. Wholesale prices. Return postage paid. 48-hour service. (Promotion kit free.) Hedda Mohl, Reweaver, Colorado Springs, Colorado. East of Chicago, Hedda Mohl, 832 Montrose Ave., Chicago 13. 4839-29

REWEAVING—Saves and renews damaged garments. Contact us. Send garments for estimate. **MAGIC RE-WEAVING SERVICE—227 Ness Building, 28 West 2nd South, Salt Lake City, Utah.** Phone: 4-4052. 1629-29



**LEATHER
OF SUEDE**

**CLEANED
DYED
REFINISHED**

**AT LOWEST
WHOLESALE PRICES**

La France

DYE HOUSE

946 SHEEHY ST. • YOUNGSTOWN, O.

PRICE LISTS SHIPPING
LABELS LISTING SHEETS
ADVERTISING SENT UPON
REQUEST WITH IN ORDER

OUR TWENTY-FIVE YEAR EXPERIENCE IS YOUR GUARANTEE!

SUEDE AND LEATHER SERVICE

COLE LEATHER CLEANERS OF AMERICA: FOR OVER 40 YEARS WE HAVE BEEN CLEANING LEATHER AND SUEDE GARMENTS, GLOVES, HAND BAGS AND LEATHER LUGGAGE FOR THE TRADE. EVERY GARMENT CLEANED AND REDYED—ALL LININGS HAND FINISHED—A PERFECT JOB EVERY TIME—JACKETS \$5.00—COATS \$10.00—GLOVES (Short) 50¢. WE OPERATE A COMPLETE REPAIR DEPARTMENT. **COLE LEATHER CLEANERS OF AMERICA, "Dept. N," 1287 SECOND AVE., NEW YORK 21, N. Y. PHONE LEHIGH 5-0250.** 5968-13

SUEDES AND LEATHERS cleaned and dyed to perfection. Prompt service. Fully insured. Reasonable prices. Ship to **THE SUEDE KING, 1311 East State Street, Sharon, Pa.** 5234-13

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive **DAVOTEX** process. You will become a regular customer. **C.O.D. CLEANING & DYEING CO., 1430 Harrison St., Davenport, Iowa.** 6055-13

CERTIFIED LEATHER CLEANERS—the first and only suede and leather cleaner offering a guarantee of satisfaction. **CERTIFIED LEATHER CLEANERS, 734 S.W. 22nd Avenue, Miami, Florida.** 7334-13

EXPERT LEATHER CLEANING—NORTHWEST'S FINEST LEATHER CLEANERS—SUEDES, GRAIN LEATHER, CAPE, KID. EVERY JOB A CUSTOM JOB—FAST SERVICE. REED CLEANERS, 20-13 ST. NORTH. FARGO, NORTH DAKOTA. 7509-15

WHOLESALE DYEING FOR THE TRADE

Our 43 years' experience, your assurance of quality on wholesale dye work. "We Know How." **WHITE'S, INC., Cleaners & Dyers, 2487 Texas Ave., Shreveport, La.** 5459-12

LOEBL DYEING IS THE FINEST QUALITY PRODUCED. All garments are deluxe semi-finished, wrinkle-free, soft feel, easy-to-press. Individual inspection of each piece assures satisfaction or money back. We specialize in draperies, slipcovers and rugs. Loebel's dye all colors every day. Quick service to parcel-post shippers always. Use **LOEBL'S EXPERT WHOLESALE DYEING SERVICE NOW** for better work—bigger profits. **LOEBL DYE WORKS, INC., 348 W. SALEM AVE., ROANOKE, VA.** 7603-12

KRANMER DYE HOUSE, 2435 NORTH THIRD STREET, MILWAUKEE, WISCONSIN, HAS BEEN SERVING SEVERAL THOUSAND CLEANERS FROM COAST TO COAST SINCE 1917. WE OFFER AN UNUSUALLY TOP-GRADE PERSONALIZED, EASY-TO-PRESS DYEING SERVICE FOR PARTICULAR CLEANERS. NOTHING FINER ANYWHERE. ADVERTISING AIDS, POSTERS AND SIGNS WITH FIRST ORDER. **THIRTY-DAY ACCOUNTS SOLICITED.** 7027-12

For years our **EASY-TO-FINISH DYED WORK** has pleased the most discriminating customer. For **PROMPT SERVICE** and the **FINEST DYEING** of garments, rugs, drapes, slipcovers, suedes, leathers, try **SENECA DYERS, INC., 1127 MAPLE ST., ROCHESTER 11, N. Y.** 7256-12

SHARP'S REDYEING COMPANY—DYEING EXCLUSIVELY. WHOLESALE ONLY. We are now located in a large building and, in addition to our regular service on garments and household goods, are equipped to give you a complete service on rugs and carpets, any size. 977 Jackson Avenue, Memphis, Tennessee. 160-12

Dyeing Is Our Business—"Science in the Art of Dyeing" by the South's most modern dyehouse. Our 24- to 48-hour **SERVICE** on garments, household items and rugs is unmatched. Let's get acquainted **NOW** for bigger profits. **DUFFEN DYE WORKS, 2211 County St., Portsmouth, Virginia.** 7638-12

MISCELLANEOUS

CLEANERS & LAUNDRY SIGNS 11 & 35 INCHES IN FLUORESCENT COLOR. REGULAR 75¢ EACH, WILL SEND 2 SIGNS AND CATALOGUE FOR \$1. ROYAL SIGNS, 472 FERRY STREET, NEWARK 5, N. J. 7737-8

ELIMINATE THE REMOVAL OF BUTTONS AND BUCKLES. Save on labor—cut down complaints—speed up production. Allow us to place in your plant on approval a small assortment of **SLIP-ON BUTTON AND BUCKLE PROTECTORS.** We know of no better way for a plant manager to judge our product. Over 2,000 plants have used them. **SLIP-ON BUTTON AND BUCKLE PROTECTOR CO.,** 8610 Clay Ave., Fresno 1, California. 3476-8

MACHINERY WANTED

WANTED: USED HOFFMAN UTILITY PRESSES, any model, any amount. Address: "M.A.T.S.A." Dr. Pasteur 113, MEXICO 7, D. F., MEXICO. 5703-3

Wanted: Used Hoffman presses, models VCO-56 and XCO-56, any amount. Address: Import. y Export. Universales, Carretera Saltillo No. 1, Monterrey, N. L., Mexico. 7733-3

MACHINERY FOR SALE

REBUILT TO WEAR WITHOUT REPAIR. Complete drycleaning plants for solvent or synthetic, also complete laundry plants. Large stock on floor ready for inspection. Write for catalog or visit us. **IMPERIAL LAUNDRY MACHINERY CO.,** 121 Greenpoint Ave., Brooklyn 22, N. Y., Tel.: EV 9-6585. 7674-4

LIQUIDATION SALE OF ENTIRE DRYCLEANING PLANT, ALL MACHINERY A1 CONDITION, 54 x 78" HOFFMAN BALLOON DRYCLEANING WASHERS, 48" and 40" AMICO OPEN-TOP EXTRACTORS, 5000 and 8000 GALLON FILTERS, MOTOR-DRIVEN PUMPS, TRAPS, ETC. ALSO SMALLER WASHERS, EXTRACTORS AND FILTERS AVAILABLE. VERY REASONABLY PRICED. WRITE, WIRE OR 'PHONE FOR FULL DETAILS. WILLIAMS LAUNDRY MACHINERY CO., INC., 37-37 9th STREET, LONG ISLAND CITY 1, NEW YORK. STILLWELL 6-6666. 5378-4

ADJUSTA-FORMS, CERTIFIED REBUILT. PRICED SURPRISINGLY LOW. WRITE FOR DETAILS. SAXE-FREEMAN COMPANY, OMAHA, NEBRASKA. 7332-4

BOILERS—HIGH-PRESSURE: We carry a large selection of ASME National Board high-pressure boilers—gas, oil, coal-fired—ranging from 10 to 1,000 hp., each guaranteed to excellent condition, sales sheet and complete data sent upon request. **WABASH POWER EQUIPMENT COMPANY, 31 E. Congress, Chicago, Ill. 7742-4**

Mercury cleaning machine 300 series. Sellers 10 hp. boiler with Lattner return system. Can be seen in use. All in excellent condition. \$1,350. Morris Cleaners, P. O. Box 346, Gambier, Ohio. 7769-4

FOR SALE: 1/2 h.p. air compressor, 12 h.p. boiler, (2) 40" utility presses. 6A Prosperity synthetic machine with 4% charge set up, Detrex recycler, Ribbonrite marking machine. Montrose Cleaners, 15 South Main St., Montrose, Pa. 7785-4

PROSPERITY CABINET-TYPE shirt unit consisting of single collar press, double cuff press, yoke press, cabinet bosom press and automatic folding table. 2 years old in excellent condition. Can be inspected in operation. Price \$5,700—Mr. Friedman, Johnny-On-Spot Cleaners, White Plains, N. Y. Phone Scarsdale 3-8900. 7783-4

Prosperity 6A drycleaning unit, 3 years old, top condition—\$3,500. Sudden service, 1412 Blackstone St., Fresno, California, or phone Mr. McBrien—81127. 7773-4

85 h.p. Ames Steamaster, oil-fired boiler, return system; 50 h.p. Farrar & Trefftz stoker, boiler, return system; 36 x 42 American washer, metal cylinder, motor-driven; 42 x 54 Hoffman washer, motor-driven, 8,000 gal. Butler filter and pump; 3,000 gal. Gross filter. Metrop Realty Co., Inc., 781 Albany Street, Schenectady, N. Y. 7790-4

Complete set of fumigation equipment with controls, **NEW \$400.** Sunset Cleaners, 3600 S. Cottage Grove, Chicago, Illinois. 7782-4

Complete, modern, air-driven, 4-girl Pantex shirt line now in operation. Reasonable terms. D & D Laundry, 2823 Kavanaugh St., Little Rock, Arkansas. 7803-4

Hoffman U. L. approved 140F tumbler. Motor and controls in A-1 condition. Price \$100. Cissell spotting board. Bishop sorting wheel. Reasonable. Bookman & South End Cleaners, 650-52 Western Avenue, Toledo 9, Ohio. 7798-4

CONSULTANTS

LET US TELL YOUR CUSTOMER! Impartial laboratory reports on garment damage for settlement of claims, expert testimony for arbitration or referee. Prompt service, reasonable fee. **TEXTILE ANALYSIS SERVICE,** 53 Auburn St., Concord, N. H. 3635-25

IN TROUBLE? Our chemical analysis of garments and laboratory reports place responsibility for damage, and save your money. Charges light. **HUBBARD TEXTILE CONSULTING BUREAU, RT. 3, CHARLOTTESVILLE, VA. 6404-25**

GARMENT ANALYSIS SERVICE: Nationally recognized laboratory provides a fast package analysis service for drycleaner. **FAST, ACCURATE, ACCEPTED** reports at reasonable charge. Send your problem to **CONSUMER TESTING LABORATORIES, INC.,** 25 Huntington Avenue, Boston 16, Massachusetts. Fabric bulletin service also available. 7383-25

BUSINESS SERVICE

DIRECT-MAIL ADVERTISING for cleaners that gets new business at low cost. Write for free samples. Reba Martin Co., 4201 N. W. 2nd Ave., Miami 37, Fla. 5974-10

DOUBLE YOUR INCOME from your newspaper advertising by using our low-cost "CLEANER VERSES" and cartoons. For **FREE** proofs write **DAVID LILLY CARTOONS, Box 167, Long Beach, Calif. 7520-10**

SEWING ROOM SUPPLIES

BARGAINS—100 TALON TROUSER ZIPPERS, \$11.50, 24 SUEDE LEATHER ELBOW PATCHES, \$4.00. Ask for free price list of tailor trimmings, buttons, thread, tags, pins, complete line. Nassau Notionhouse, Nassau, N. Y. 5639-42

Available to you now . .

TWO NEW MONEY-MAKING VOLUMES

by FRED DEARMOND

1. "Handbook for Route Sales Executives"

18 chapters of solutions to problems in directing a route selling force. \$6.00 each

2. "Let's Talk Dry Cleaning"

tested methods for selling more drycleaning service. Good training tips for routemen, clerks, phone operators, others. \$2.00 each

NATIONAL CLEANER & DYER

N8

303 East 45th Street, New York 17, N. Y.

Send the book (s) I've checked

1

2

My remittance for _____ is enclosed.

Name _____

Firm _____

Street _____

City _____

State _____

Special rates for quantities quoted on request.

Advertisers in This Issue

A			H			Q		
Adco, Inc.	56-57		Haertel Co., Walter	112		Quality Products Co.	112	
Almore Dye House	109		Hammond Laundry-Cleaning Machinery Co.	49				
American Cleaners Equipment Co., Div. of The American Laundry Machinery Co.	12-13		Hoffman Machinery Corp., U. S. 63, 64-65, 4th Cover					
American Telephone & Telegraph Co.	14		Hayt Manufacturing Corp.	11		R		
Anderson-Prichard Oil Corp.	47		Huebsch Manufacturing Co.	45		Reliable Machine Works, Inc.	95	
Armstrong Machine Works	82					Ross Heat Exchanger Division. .	103	
B			I			S		
Bakelite Company, A Division of Union Carbide & Carbon Corp. 3			International Harvester Co.	6		Sec-O-Matic Corp.	99	
Behrstock Co., L.	111		J			Shell Oil Co.	22	
Bishop David Freeman Co.	29		Johns-Manville Second Cover			Shields Engineering & Manufacturing Co.	83	
Bock Laundry Machine Co.	110		K			Standard Laundry & Cleaning Machinery Co.	112	
Braun Inc., G. A.	97		Kohnstamm & Co., Inc., H.	67		Starchroom Laundry Journal ..	24-25	
Butler Manufacturing Co.	75		L			Star Service Hanger Division of L. A. Young Spring & Wire Corp.	77	
C			La France Dye House	115		Stauffer Chemical Co.	7	
Caled Products Co., Inc.	31		Lattner Manufacturing Co., P. M. 107			Street & Co., Inc., R. R.	5, 84-85	
Capitol Poster Co.	15		Leffel & Co., The James	27		T		
Chevrolet Division of General Motors	30		Lookout Boiler & Manufacturing Co.	110		Tillery Container Corp.	111	
Cissell Mfg. Co., Inc., W. M. 87, 89, 91			Luetzow Bag-It Machine Div., National Paper Band Co.	37		Tru-Color Dye Works, Inc.	59	
Cravenette Co., The, U. S. A.	23		M			U		
D			Manitowoc Engineering Corp.	71		Unipress Co., The	112	
Darco Division, Atlas Powder Co.	26		Mercury Cleaning Systems, Inc.	79		U. S. Hoffman Machinery Corp. 63, 64-65, 4th Cover		
Davies-Young Soap Co., The	1		Minneapolis-Honeywell Regulator Co.	100		V		
Detrex Corp.	33-36		N			Vara & Son, Inc., A. G.	21	
Diveo Corp.	69		National Cleaner & Dyer	76, 98		Vic Cleaning Machine Co.	17	
Dow Chemical Co., The	31		Newhouse Specialty Co., Inc. ..	108		Viking Pump Co.	70	
E			New York Pressing Machinery Corp.	111		W		
Eaton Chemical & Dyestuff Co.	105		Nicholson & Co., W. H.	2		Wallerstein Co., Inc.	9	
Emery Industries, Inc.	40-41		Nu-Pro Manufacturing Co.	93		Warco Laboratories	80	
Excelsior Machinery Co.	53, 54		P			Washex Machinery Corp.	81	
F			P and H Industries Inc.	8		White Machine Co., Inc.	107	
Fur-Feel Process Corp.	110		Pantex Manufacturing Corp.	18-19		Wichita Precision Tool Co., Inc. 3rd Cover		
G			Pre-Marked Strip Tag Co.	52		Wilson Chemical Co., A. L.	61	
Glover, Inc., Bill	73		Prosperity Co., Inc., The	43				
Greenville Chemical Co.	106							

OUR READERS SAY

State Convention Exhibits

To the Editor:

Your editorial in the June issue of *The National Cleaner & Dyer*, "Pro and Con," interested me greatly. There was one statement in the editorial which I feel is based upon inadequate information. This statement is, "Since the National Convention there has been increased pressure to exhibit at state meetings. This would definitely increase costs for manufacturers and ultimately plantowners."

The California Drycleaners Association has just completed a highly successful exhibit at the Lafayette Exhibit Hall in Long Beach which was conducted at no cost whatever to the manufacturers. Our attendance was approximately 2,000 which is small when compared with NID exhibits, but since the manufacturers paid nothing for space, power, air, decorations, or any other expense, except the LCATA-approved \$15 per representative in lieu of membership dues in state associations, this was clearly a substantial savings in cost for both manufacturers and ultimately plantowners.

Since this exhibit had been planned for over nine months, and bulletins outlined this activity, we feel that an editorial on this subject should take into consideration such a significant new approach to the ideas of a machinery exhibit.

G. M. SHEPHERD
Executive Secretary
California Drycleaners Association

Lou Bellow had already written us about the tremendous success of your convention. You are to be congratulated on this new approach to the exhibit problem. As far as I know, it is the first time that an association has borne the cost completely for exhibit expenses.

As you know, there are approximately 300 associations in the textile maintenance field. Many of these meet twice a year. I think you will agree that if every show meant setting up equipment, it would be bound to be an extra expense to the manufacturers just in manpower alone. Then, too, not every convention city is blessed with the fine exhibition hall that you had. Even though the associations in other states may be willing to pay the cost, as you did, they may not have facilities large enough to provide adequate space for all the people who would want to show their products.

There are many other ramifications of this problem, and I am sure you are aware of all of them. As far as your

particular show is concerned obviously it was a good move for both your association and the manufacturers.—EDITOR

Training Inspectors

To the Editor:

I would greatly appreciate any printed articles you could send me relative to teaching people how to inspect finished garments, so that we could use these printed ideas in establishing a consistently uniform quality inspection of our work and thereby maintain a constant high quality service.

CLAIR KIDDER
Modern Cleaners

Marquette, Mich.

We are sending you tear sheets of recent articles that included inspection information. In addition, may we suggest that you select someone for this position who understands how a finished garment should look. Many plants will take a silk finisher for the job. Such a person has an understanding of the work, and cannot be persuaded by the other finishers to pass up garments that need additional touching up.

In training this person it is important that the work be done in repetitive sequence on the various portions of the garment. She could pick up this technique from your spotter who normally checks the lapels and front of a man's suit coat, for instance.

The next step would be to examine the sleeves, then the back of the coat. The inspector should be trained to look not only for finishing, but spots, missing buttons, other minor repairs and presence of odor.

Some high-quality plants will send men's trousers to the inspection point suspended full-length from the hanger and held by clips or pins. Thus the girl can examine the whole garment quickly. She, of course, has to refold the trousers and put them on a hanger, an extra operation. Most plants will have the inspector first check the cuffs for tacking, then the creases for proper press. The girl finally checks the trouser top for finishing, spots and repairs.

The inspector, the whole key to quality

control, will show interest in her work in direct proportion to management's interest in her task. Therefore, it is important that someone, the owner or superintendent, make periodic spot checks of her work once or twice a day.—EDITOR

Industry Statistics

To the Editor:

We are in need of some drycleaning industry statistics and hope you can help us.

Specifically, we would like to know the year-by-year total of the nation's drycleaning plants (in all categories), from 1946 to 1956. And we would also like to get the total sales figures for these plants and years.

If these figures are not complete, a well-educated "guess-timate" will be entirely acceptable. Or you might tell us who can supply us with these figures.

WILLIAM J. HENNIG
Paul J. Steffen Company
Chicago, Ill.

The earliest year for which we have exact figures is 1948. At that time there were 24,017 cleaning and dyeing plants. Of these 4,757 used synthetic solvent. There were 18,491 plants which cleaned with petroleum solvent, and 769 plants using both methods. In that year the industry did a little better than 800 million dollars worth of volume.

The next year for which accurate figures are available is 1953. At that time there were 30,499 plants. This was broken down to 21,285 petroleum plants, 7,806 synthetic solvent plants, and 530 used both types. Receipts in that year amounted to 1.1 billion dollars.

You will note that in the six-year period, nearly 9,500 additional plants came into the field. Also, there is an increased trend toward synthetic equipment, although petroleum solvent still predominates. While there are no exact figures available for the total number of plants today, an accurate estimate indicates about 34,000 plants in existence—the growth of another 3,500 plants in the past three years. The proportion between synthetic and petroleum plant remains about the same. Volume last year is estimated to be 1¼ billion dollars.

Predictions made by economists at the beginning of this year indicated a further volume increase of approximately 3½ percent over 1955. Machinery and equipment sales were predicted to be better than 40 million dollars this year, a jump of 9.8 percent. Since the country is expanding at the rate of better than 1,000 plants a year and present plants continue to grow, the estimate would appear to be conservative, if anything.—EDITOR

Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the drycleaning industry, your problems and your solutions to problems. Address:

The Editor
National Cleaner & Dyer
305 East 45th Street
New York 17, N. Y.

CONTINUOUS RESEARCH AND ENGINEERING KEEPS THE *Adjusta-Form* **AS MODERN AS TOMORROW**

Improvements since Model P-2 include...

GRAVITY ACTUATED SHUTTERS

Offers better, faster steam; a freer revolving form, a concentration and containment of steam in the bag and the elimination of condensate in the base.

A REFINED FORMER

Includes positive locking controls, a new revolving bearing, improved clamp assemblies and the most modern in primed baked enamel finish.

AUTOMATIC MODEL

Automatic controls were developed for the Model P-2 at additional cost. The operator immediately turns to pressing when the steam is turned on. Automatically the steam shuts off and the air turns on and remains on until the operator returns to remove the garment for touch-ups.

As Always....

IMPROVED MANUFACTURING TECHNIQUES

Two years ago, Wichita Precision Tool Company expanded their research engineering department for improving steam-air finishing and constantly increasing the quality of their products.

QUALITY CONTROL PROCEDURES

Rigid inspections assure you of the finest manufacturing as well as the finest of engineering.

WICHITA PRECISION TOOL CO., INC.

450 N. SENECA
WICHITA 12, KANSAS



IT WILL PAY

YOU



TO TURN TO PAGE 63



U.S.HOFFMAN MACHINERY CORPORATION

105 Fourth Avenue, New York 3, N. Y.